

SCREEN

RADIO

MUSIC

STAGE

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VOL 162 No. 4

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# \$20,000,000 IN TIN PAN GOLD

## 3-Year Boom for Pix Seen

Survey of prospective business conditions in Standard and Poor's "The Outlook" last week predicts healthy profits for the motion picture business as long as the industrial boom is on. According to the research marketing agency the general boom should last approximately three years.

Pix biz is blessed with such industries as brewing and distilling, coal, drugs and cosmetics, soaps and steel, which are expected to move up and down in harmonious vogue with industrial conditions. Although pix costs are expected to rise the expansion of foreign business and elimination of excess profits tax will make the profit outlook favorable. It is pointed out, however, that much depends upon whether inflation gets out of hand.

## 26 TRYOUTS IN OUT-OF-TOWN FOLDEROOS

A flop production crop unprecedented in show business has been reared in Broadway's "backyard," the tryout towns. Up to April 1 there had been 26 tryouts withdrawn without showing on the main stem, one of the strangest features of the 1945-46 period and an all time record. One major musical flop, "Spring in Brazil," figured to have dropped over \$300,000, all the others being straight plays, including a revival.

The failures were not only those (Continued on page 62)

## Cops Snag Dancer And Dummy for 'Lewd' Act After 15-Mo. Run

Cleveland, April 2. Police chief took a terrific ribbing last week when his over-zealous policemen pinched Gail Parker, so-called "Devil Dancer," for an alleged "indecent performance at Leroy's Cafe. Even the cops who pinched her, after watching Miss Parker dance with a Memphis-tones dummy that made dances at her, were a bit confused.

"Where have you two limbs of (Continued on page 40)

## BATTLE OF THE BULBS (EDISON) ON B'WAY

Broadway-wise attorneys are brushing off their Blackstones and preparing to carry the Battle of Lights into the courts, with the posing being: Is pap bubbles or okay on spectacles, what's the matter with "lobajet" frame?

Problem became acute last week. Cops stopped a new flicker, topped 148 Broadway, between 42d and 43d streets, by a new owner of the spectacular film, Animated Advertising Co. This outfit projected "Ten Castle films of Hitchcock Crane" and "Little Black Sambo" on a special 16-20 foot screen. A crowd of 5,000 stopped to look. The police got hold of C. L. Thompson, inventor, who had put up the new sign, and (Continued on page 22)

## Nathan, Shakespeare Collab on Coast Pream

Pasadena, April 2. George Jean Nathan's "The Avon Flows" will be staged at the Pasadena Community Playhouse, May 15-28.

Play synthesizes three of Shakespeare's dramas, with a twist, having Romeo and Juliet settle down in marriage instead of dying.

## N. Y. Critics Nix Play Choice Again

For the second time in recent years the N. Y. Drama Critics Circle failed to name a "best play" of the season at yesterday's (2) meeting. Nor was there an award for a foreign play. But the reviewers gave a special citation to "Carrousel," soon to celebrate a year's run, and it therefore belongs with the 1944-45 product. Nearest to copying the Critics' award was "State of the Union" which got seven votes but needed at least 10 in order to win. It had been intimated late last (Continued on page 37)

## Big Shows for Detroit's Automotive Sesqui Fete

Detroit, April 2. Legit and nifty talent are being lined up in N. Y. and elsewhere for the sequenential celebration which the city of Detroit, in conjunction with the Automobile Association of America, is sponsoring May 31, June 1 and 2. City will be celebrating its 150th birthday, and the auto industry its 50th. Henry Ford drove the first auto out of his yard July 4, 1896.

Three-day celebration will include a community pageant, representing progress of Detroit from Revolutionary days Friday (31) and dinner that night when auto industry will appear on the kineoscope screen only. (Continued on page 63)

## Jessel's 106 Roky Date

Hollywood, April 2. George Jessel will draw the heaviest salary of his career when he collects \$10,000 weekly at the Roky, N. Y., in advance of his latest 20th-Fox production, "Do You Love Me." Jessel will open with the film "Dark Corner" around May 8. Followed by his last curtain call, Jessel will devote his full time to film production, aside from radio guest shots to exploit his pictures.

## BONANZA SPIT BY DISKS, ASCAP

By ABEL GREEN  
Almost \$200,000,000 per year from just two avenues of its industry, not mention the ever-multiplying income from standard hits that their Hollywood film usage, puts the music business in the best economic position in its entire history.

Some \$10,000,000 in phonograph record royalties in particular sets a growing bull market for music publishers and songsmiths alike. ASCAP accounts for the other \$10,000,000 annual potential. And there's no estimating the total gross from sheet sales.

As assistant treasurer Irving Caesar reported at the annual meeting of the American Society of Composers, Authors and Publishers, in New York, the 1945 gross income exceeded \$8,881,000 from a total of 28,480 licenses (radio stations, theatres, hotels, motels, etc.), or a net of over \$7,244,000. As industry expands the music-in-industry potential alone may exceed the wildest expectations, (Continued on page 62)

## WALLACE DONATES HIS BOOK GRATIS FOR FILM

Screen rights to his book, "60,000,000 Jobs" have been given by Secretary of Commerce Henry Wallace to the Independent Citizens Committee.

James Roosevelt, ICC exec, has turned over to a committee of Hollywood writers the job of studying the volume to determine if a screenplay could be based upon it. If decision is affirmative and a script can be worked out, ICC will see a production deal for it, Roosevelt said.

## Par's Clear-Image Theatre Tele Set; May Bow With Conn-Louis Fight

Possibility that fight fans may be able to witness the Conn-Louis heavyweight championship bout in June at Broadway's Paramount Theatre has grown stronger with the report that Par engineers are practically ready to go with their intermediate system of theatre television. Engineers have reportedly solved the fuzzy image problem by obtaining almost 95% perfect reproduction, with a time lag of less than two minutes from the moment the images appear on the kineoscope screen until they're projected onto the full-size theatre screen.

If negotiations to televise the fight are successful, it's understood that the method would be used at a special upped-scale show. Otherwise the system will be unveiled at the theatre last August. Underneath that at present the company would prefer to disclose its intermediate theatre tele at a special invitational (Continued on page 40)

## Legion of Decency in New Steps To Force 'Cleanup' of H'wood Pix

### Package Deal—1946

Hollywood, April 2. In Friday's (3) DAILY VARIETY an ad offering an apartment for rent, including owner's talent and ability—in exchange for a movie contract.

## 20th to Produce 6-8 Big Pix in Eng.

London, April 2. Twentieth-Fox is planning to begin full-scale production in England within the next year. Presy Spyros Skouras told VARIETY that his company is forming a new producing outfit in England named 20th Century-Fox-British Productions, which will produce six to eight super films annually, averaging \$2,500,000 each.

Skouras said he's presently negotiating for property to build a massive studio with six sound stages involving close to \$2,000,000, which will be erected according to his plans. Production chief Darryl F. Zanuck is expected to arrive here early in August to supervise the building operations. Zanuck will appoint an exec producer to take charge of the new studio at that time.

20th-Fox press declared that, besides laying plans for the new production outfit, he's also huddling with J. Arthur Rank regarding an expansion of Gaumont-British operations overseas. Skouras said the production plant called for an interchange of British and U. S. stars.

An almost 100% increase since last November in pictures classified "objectionable in part" by the Legion of Decency has been the subject of huddles by reps of the Catholic organization in New York during the past week. Monsignor John J. McCafferty, chairman of the Legion's board, indicated steps were in the making to protect the Catholic view in wood product, but said exactly what procedure would be followed has not been decided as yet.

Called east to confab with Monsignor McCafferty and Francis Cardinal Spellman was William H. Mooring, LD's unofficial rep and reviewer on the Coast. Mooring is motion picture editor of the Catholic Press Service, reviewing pictures and writing a syndicated feature for between 10 and 60 diocesan papers. He is a frequent adviser to Hollywood studios regarding the Catholic viewpoint.

Figures which have Monsignor McCafferty and Cardinal Spellman (Continued on page 28)

## Radio-Phone Service For Autos in 20-Mile Range Seen by Autumn

Akron, April 2. A radio-telephone service for the motorist may become a reality in Akron by early autumn, according to William C. Lindsay, district commercial manager for the Ohio Bell Telephone Co. His company has before the Federal Communications Commission its request for construction of the Akron radio-telephone station.

The radio-telephone tower is expected to be built atop the Ohio Bell building and would theoretically possess a reach within a 20-mile range over flat-surface terrain. To extend this range, relay transmitters would have to be built.

The company anticipates that it will have satisfied the pent-up demand for regular telephone service installations by summer and be in position to make available equipment (Continued on page 61)

## 'Private Network' To Air Morgenthau

Henry Morgenthau, Jr., is going on the air with a 15-minute-commemorative program. A "private network" is currently being lined up for the former Secy. of the Treasury, who had previously been rejected for network appearances, financially by need for work assignments.

Plan is to sell Morgenthau on a participating basis. "It's reported that the most outlet for KFWB, the Warner Bros. station in Hollywood, with WMCA as the New York outlet, and some New England and midwest stations included."

## POLITICS AND HOUSING K.O. WORLD'S FAIR PLANS

Foreign politics' together with need for veterans' housing are the current subjects to Billy Rose's World's Fairs plans in Mexico City and Detroit.

Rose, who recently returned from a tour of the theatre for 30 years, is likely to be delayed until after the elections there scheduled for July. With the possibility of a change of administration, it's felt best that plans be held in abeyance until the then president of that country can okay the project.

As far as the Detroit expo is concerned, the theatre circles that were in will outlast all amusement plans.





# UNITED PICTURES

## Indies Seek N. Y. Mayor O'Dwyer's Aid in Recapturing Par (L. I.) Studio

Group of indies releasing through United Artists are asking the aid of this week's New York Mayor W. F. O'Dwyer in making the former Paramount studio at Astoria, Long Island, available for major production. Plan is now being prepared to purchase the site, which is not vacant, but is not yet vacant.

Should Hatcher succeed, indie producers are willing to commit themselves to start film-making at once on the Long Island lot. Although other studio space is now available in and around New York, producers feel that the former Par establishment is the only one large enough and sufficiently equipped at the moment to handle a full-scale production—especially in view of the modernization job and extensive equipment installed by the Signal Corps.

A New York attorney has been contacted by the producers, it has been learned, to present their views to Mayor O'Dwyer. He is expected to be sympathetic, in light of the long campaign staged by his predecessor, Fiorello LaGuardia, to bring air production east. They admit that their present anxiety for working in New York is wholly occasioned by the shortage of studio space, which is creating a crisis in indie production, whereby they point out that large scale picture-making has commenced here and been demonstrated, it is very possible that the city will agree to a more permanent basis will follow.

One of the reasons the Astoria plant is favored over other New York possibilities is the new clamp-down on set building. Astoria has a lot of room for the construction of sets, garnered over the years by Par and augmented by the Signal Corps.

Producers figure New York production will be considerably more expensive than on the Coast, since they intend to bring many of their own technicians east with them if a plan is worked out for the studio again.

## JAN.'S U.S. TAX TAKE OF \$31,466,372 CUES BIG B.O.

Washington, April 2.—Amusement biz hit another top month at the boxoffice last January for the third time in a row, on the basis of Internal Revenue Bureau figures announced over the weekend. The admissions take for the three circuits was \$1,466,772, or more than \$50,000 above the same month of 1945.

However, the total sell-more than \$2,000,000 below the peak \$33,741,249 reported for December, 1945, one of the best slow business months on record.

Broadway, itself, had a busy time at the turnstiles in January. Collections for the 34 Internal Revenue Districts of New York, all of Manhattan, 256 street, totaled \$85,018,89, roughly \$100,000 above last January, 1945, although \$1,700,000 below the terrific December, 1945, figures.

## Col. Placates Douglas

Hollywood, April 2.—Columbia handed Douglas a letter to Melvyn Douglas, who had turned away a part in that studio's forthcoming musical, "The Best of Friends." This time the actor, whose contract is shared by Metro and Columbia, is shut to play comedy. Rehearsal Day, sell, with Virginia Van Upp as producer.

## Agnew's Coast Quickie

Cost, east from \$100,000 to \$150,000, two weeks, Neil F. Agnew, v.p. of Vanguard over distribution, planned for Thursday (April 4) for additional screening in Hollywood. David O. Selznick, head of Vanguard, (Thursday).

## Rafferty Commuting Again

Edward C. Rafferty, United Artists president, left New York Monday (1) for the Coast. He'll be west about two weeks. Trip is being made at the behest of U.A. board, which has designated Rafferty to make a study of the studio space situation and report back at the next directors' meeting April 16.

## Warners Mulling WB Pension Plan?

Jack L. Warner and his wife returned to Hollywood the end of this week after three weeks east, following a Hot Springs, Ark., vacation. While here the three Warner brothers—Harry M. came east—reportedly discussed a proposed pension plan for the company. Major Jack Warner, Jr., recently out of the service, is also in New York and will remain in N. Y. another week or so, picking up his car and motoring to Burbank where he has resumed in a studio producing capacity at WB. Mrs. L. Warner, incidentally, is now recovered from a bad cold and sinus ailment which marred her N. Y. stay.

## Vets 'Super-Rights' Due For Supreme Court Test

Washington, April 2.—Supreme Court yesterday (1) agreed to hear the test case as to whether a veteran of this war has "super-seniority" rights to his present position over men with years of service in the armed forces. The test case involves a Brooklyn welder. He was upheld in his "super-rights" by a N. Y. federal district court, but the Court of Appeals in N. Y. ruled that the Selective Service Act does not give greater seniority to a veteran of this war than to a man who has served more years in the job.

The unions have fought the lawsuit, because it might open the door to forcing out men with years of seniority in order to create jobs for the vets.

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## Lent and Warner Easing Some B's But 'Trunk,' 'Adventure,' 'Utopia' Big

Spotty hit over the country is the movie business problem this week. It's largely seasonal.

In Los Angeles the number of holdovers, largely is trimming the overall total. Holdovers and Lent also denting New York. San Francisco is suffering from stormy weather, which cut into the picture of "This Day Forward" (RKO). This new entry, however, rates strong there and also in Cincinnati.

Lent is blamed for offbeat in Pittsburgh. Seattle is currently plagued by the outbreak of smallpox. Kansas City, too, is offish while St. Louis holds the hot weather responsible for the b.o. weakness. Indianapolis is shaping a bit lower than in recent weeks, as is Omaha. Pittsburgh is long-range is slowing up Portland, Ore.

In contrast, strong fare is pointing Minneapolis back in winning straits. Philadelphia is okay. Boston is back in the groove and everything is okay in Louisville. Philadelphia will be helped by big pictures, "Road to

## 500 SUNDAY GUGES HOUSES BEING SET

By HERB GOLDEN

Revolutionary wrinkle in the film industry is a plan—already well in work—about 500 little "guge" houses, entirely automatic in operation and requiring only a one-man staff. Equipment is already being made and deals being set by developers of the project, National Industries, Inc., of Chicago, world's largest manufacturers of beauty shop apparatus.

Automatic newsreel theatre scheme revolves around a 16m projector developed by National Industries engineers that will repeat a 45-minute show without the need for attention than turning it on in the morning, off at night and using it every day of the week. Turnstile device is being developed to go with it to obviate the necessity of a cashier.

Edward Leven, chief of the motion picture division of National Industries, claims he has made a deal for product—newsreels and shorts—with the "guge" company. Basis of the deal is that although the films will be 16m, it will be legitimate competition with established houses, since full-scale automatic will be charged commensurate with the type and length of show being given.

Leven hopes to get the operation started as quickly as the projection booth of the automatic theatre. He believes his best chance is in getting going at once, before new theatre buildings permit a store or auditorium of any kind can be converted into an automatic theatre. No booth or excessive fire protection is required, as the projector is built into the theatre. A 16m film is non-inflammable. All that is actually needed are the theatres in "National Industries" said is ready to supply them.

**Lease Equipment**  
Natio — the outfit's projection booth, which had little choice of its machines, but lease them on six-month contracts at \$100 a month. (Continued from page 4)

## Metro Releases 2 Prods.

Hollywood, April 2.—Cliff Reid and Arthur Field, metro producers, have been let out from contracts at studio. Reid's last two pictures were "Hoodlum Saint" and "They Were Expensive," followed by "National Industries" said is ready to supply them.

Field's final chore was "Centerpiece" and he had been in active for some time following that.

## U. S. Billing 'Capital-Gains' Filmmers Peremptorily for Dodging Real Taxes

### The Big 'A's' Third Trip

Hollywood, April 2.—Edward Smull is reading a third screen version of the old Nathaniel Hawthorne novel, "The Scarlet Letter," with Robert Thorne doing the screenplay.

Metro filmed the New England tale in silent days as a starer for Lillian Gish. It was made in sound later by Majestic with Colleen Moore in the top role.

## 400,000 Newcomers A Boon to Chi B.O.

Chicago, April 2.—Theatres in Chicago are cashing heavily from the added patronage of some 400,000 newcomers, workers and their families, who came to Chicago from the war plants and are making their stay permanent. Because of the diversified nature of Chicago's industry, which includes meat packing, steel, metalcraft, railroads and thousands of allied enterprises, the workers are not laid off when the war plants close. They are getting their share of the new patronage, but real business is still small houses located in areas that have been losing residents. There has been a steady trickle of residents from the three-mile arc circumscribing the Loop. Warehouse and stock exchange have been losing since 1935. As a result, theatres in this area had been taking it on the chin, doing a poor business since the war.

Loop theatres and B houses are getting their share of the new patronage, but real business is still small houses located in areas that have been losing residents. There has been a steady trickle of residents from the three-mile arc circumscribing the Loop. Warehouse and stock exchange have been losing since 1935. As a result, theatres in this area had been taking it on the chin, doing a poor business since the war. The terrific housing shortage, however, these districts were rapidly filled up with workers, who had little choice but to live where they could find room. These theatres located in these areas are now running full time instead of grinding only in the evening, and in some cases, only four times a week.

In many instances business has been so good, because of the new inhabitants, that theatres are looking for new seats and generally repairing run-down houses. One such theatre, the Schindler's, formerly an old vaude house constructed in the 80s, has just installed a new marquee—first one in its long history. Up and business there has been a direct result of the inflow of new residents.

Washington, April 2.—Internal Revenue Bureau is said to be quietly billing Hollywood indie producers, stars and directors for excessive taxes on pks which they have incurred on the practice of incorporating single pictures in order to beat the game and has been conducting a probe on the Coast for months.

While the tax people are doing no talking, it is understood that they are cracking down on those who switched over from the personal income to the lower capital gains base for tax purposes in violation of the revenue regulations. Treasury has frowned on the practice of incorporating single pictures in order to beat the game and has been conducting a probe on the Coast for months.

Joseph Numan, chief of the Revenue Bureau, was expected to call himself last summer, looking into the situation which had gone good for indie producers and stars in incorporating single pictures in order to beat the game and has been conducting a probe on the Coast for months.

Treasury people refuse any comment on the matter, but expect to justify the situation by an expose, featuring a few "horrible examples," but this is a possible advantage of such an action, from Internal Revenue's point of view, is that it will force others from following the trend.

## CHAS. VIDOR REPORTED SUING TO END COL. PACT

Hollywood, April 2.—Charles Vidor is reported ordering attorneys Martin Gung and Dave Tannenbaum to prepare action terminating his directing contract with Columbia. Complaint of meager, it's understood, is that he feels stultified by Columbia's attitude toward him is sufficient to violate legal requirements of employer and employee relationship.

Speaking for Harry Chon, Columbia pressy, Frank Rosenberg, publicist director, said the relationship between Vidor and the studio was "friendly" and that he would be given another film to direct.

## VARIETY

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DAILY VARIETY  
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Harry M. Warner  
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**N. Y. to LONDON**  
(Plane)  
Leland Hayward  
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Harry Kosiner  
Steven Pillos  
Ira Wallin

# Something IS being done about it!



ONE OUT OF EVERY EIGHT PERSONS  
NOW LIVING WILL DIE OF CANCER—  
**Unless Something Is Done About It!**



175,000 AMERICANS ARE DOOMED TO DIE OF  
CANCER THIS YEAR ... 478 EVERY DAY ...  
20 EVERY HOUR—  
**Unless Something Is Done About It!**



MORE THAN TWICE AS MANY AMERICANS  
DIED OF CANCER, FROM PEARL HARBOR  
TO V-J DAY, AS WERE KILLED BY THE NAZIS  
AND JAPS COMBINED. THIS MASSIVE DEATH  
TOLL WILL CONTINUE—  
**Unless Something Is Done About It!**

TO SAVE THOSE WHO DIE NEED-  
LESSLY, TO INCREASE THE NUMBER  
WHO CAN BE SAVED—  
**A GREAT INDUSTRY IS UNITING  
TO FIGHT CANCER THE KILLER!**

**It is your opportunity to  
help do something about it!**

WHEN DETECTED EARLY ENOUGH,  
AND TREATED EFFECTIVELY, AT  
LEAST 30% TO 50% OF CANCER  
CASES MAY BE CURED

CANCER COSTS LIVES  
CANCER CONTROL COSTS MONEY  
**We Must DO Something About It!**



CANCER KILLS THREE AMERICANS  
EVERY NINE MINUTES. ONE OUT  
OF THREE COULD BE SAVED IF ...  
**We Do Something About It!**

17,000,000

CANCER, THE INHUMAN KILLER, WILL CLAIM  
SEVENTEEN MILLION AMERICANS NOW LIVING—  
**Unless Something Is Done About It!**



CANCER KILLS MORE CHILDREN BETWEEN  
5 AND 20 THAN DIPHTEIRIA, MEASLES,  
TYPHOID FEVER, SCARLET FEVER, AND  
WHOOPING COUGH COMBINED.  
**Something Must Be Done About It!**



Motion picture exhibitors  
throughout the nation received  
this series of postal cards, reproduced here in miniature.





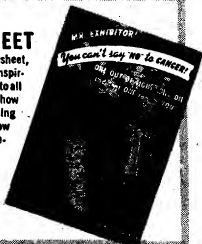
# "Easter Week can Americans now

## FREE SOCK TRAILER

Metro-Goldwyn-Mayer, with Spencer Tracy as star, has produced a short, dramatic trailer, available free to every exhibitor. Frank Whitbeck, ace of trailer makers, did the job... and your audiences will laud you for showing it. National Screen will distribute.

## PRESS SHEET

A thorough press sheet, practical and idea-inspiring, is being mailed to all theatremen, telling how the campaign is being conducted and how funds are to be re-mitted. National Screen will stock a supply for those who need more than one.



## NO ONE IS SAFE FROM CANCER



## ONE SHEET

Free, colorful one-sheets will be included in the press-book sent to all exhibitors. Put it up in your lobby or foyer.

An inhuman enemy will kill 17,000,000 Americans now living unless we do something about it. It is absolutely vital that we avert this massive tragedy.

## The enemy is cancer.

Cancer is a personal threat to every single one of us. There is *one chance in eight* that you yourself will be its victim—yes, one chance in six, if you are past 45. Many you know and love will develop this dread disease and, unless helped in time, die of it.

## Our vital Hope

At present three people die every 10 minutes of cancer. Did you know that one of these three *can be saved*? When detected early enough, and treated effectively, at least 30 to 50% of cancer cases CAN BE CURED. That is a wonderful message of hope.

To save those who now die needlessly, and to increase the number who can be saved, we must do these three vital things:

1. Spread knowledge everywhere of the danger signals of cancer and urge people to consult a doctor in time to be saved.

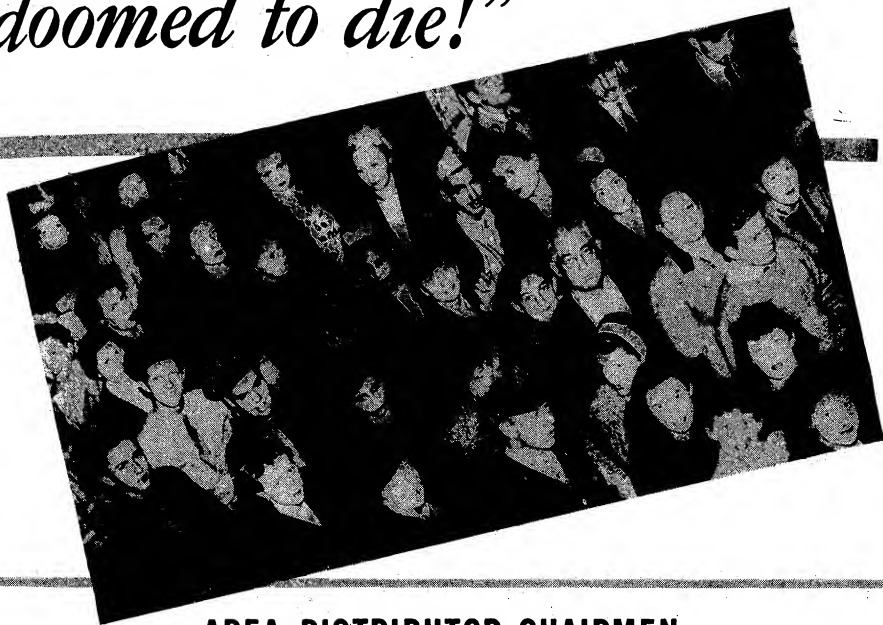
2. Provide far more and much better hospital facilities for prevention, diagnosis and treatment of cancer.

3. Expand widely the scientific research attack which will lead to more effective treatment and possibly even the elimination of cancer.

We must organize to do these three things as thoroughly and effectively as scientists were organized to solve the problem of the atomic bomb. The American Cancer Society has developed a program to do this.

IS CANCER COLLECTION WEEK IN MOTION PICTURE THEATRES

*bring hope to 17,000,000  
doomed to die!"*



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\* Watch trade papers for complete list of T.M.A. and State Chairmen

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60% of the money collected in each state will be retained within that state for preventive education, and to assist in providing you and your neighbors with more and better hospital facilities

in order to save thousands from death by cancer, such as:

Examination centers where you can go to make sure you are free of cancer.

Modern X-ray equipment and more radium.

More hospital provision for cancer patients, many of whom cannot now be accommodated for long term treatment.

Education of the public as to cancer's danger signals and necessity of early diagnosis and treatment.

Visiting nurse service for cancer patients.

**YOU  
CAN'T  
SAY  
NO  
TO  
CANCER**

**I Accept THE INVITATION  
TO FIGHT Cancer!**

I HEREBY VOLUNTEER the services of myself and my staff in the Motion Picture Industry Campaign in the fight against Cancer, by taking up audience collections in my theatre at all performances during Easter Week, April 21-28, or an approximate dates in keeping with program policy.

Signed.....

Town.....

State.....

Theatre.....

My National Screen Service  
Exchange is located At:.....

MAIL THIS ACCEPTANCE COUPON

**TODAY**

MAIL TO: MOTION PICTURE DIVISION • AMERICAN CANCER SOCIETY • 1745 CAMPAIGN • 1144 WEST 44TH STREET • NEW YORK 19, N. Y.

*This Advertisement Contributed by:*

COLUMBIA PICTURES • METRO-GOLDWYN-MAYER • PARAMOUNT PICTURES • RKO RADIO PICTURES  
20th CENTURY-FOX • UNITED ARTISTS • UNIVERSAL PICTURES • WARNER BROS. PICTURES

# L. B. Mayer and Metro Studio Toppers In N. Y. Huddle on Cutting Pix Costs

Following Louis B. Mayer's edict to Metro producers last week on cut production costs, a huddle of studio executives began Monday (1) in N. Y. to study the problem.

Mayer, studio manager J. G. Mayer and producer Lawrence Weinstein arrived in N. Y. Monday to join Sam Katz, Howard Strickling and J. C. Mohr, who came in last week. Six studio execs immediately sat down for hours to make a plan for overall curbing of production costs.

According to one Metro hox, execs, the American box office has been reached the saturation point and, with the foreign market currently slumped, the producers must keep their picture costs down. Mayer reportedly told producers last week on the Coast that costs of making pictures have been mounting too rapidly.

Mayer pointed out that all films were making money now but that the future must be safeguarded against any possible profit slashes. National chief warned of the danger of losing the British market, which would probably ensue if costs turned down the pending loan to Britain.

Schenck, slated to leave for his picture trip to the Coast Friday (2), will not go now because of the cost. Katz trained back to the Coast Monday and held a huddle yesterday (Tuesday) on the Constellation.

L. B. Mayer goes to a N.Y. hotel tomorrow for a three-four day checkup and will probably remain in N.Y. until next week when he'll return to the studio with Strickling.

## Hughes' 'Outlaw' Ads Nixed by MPPA, He Plans Court Suit

Howard Hughes will carry his fight into Federal court against the Motion Picture Association approval of stills, ads and posters on "The Outlaw." Charles G. Poletti, former New York governor and counsel for Hughes, affirmed that court action would be taken following notification Friday (2) by MPPA execs. Eric Johnston of the Advertising Code Administration told Hughes that MPPA had taken an appeal to Johnston as provided for under ACA regulations.

Attorney filed his appeal with the MPPA execs several weeks ago on about 100 items turned down by the ACA. He found Johnston with his answer waiting for him on New York Friday. MPPA topper, as expected, upheld his advertising code staff on more than 95 of the material presented, reversing 5 or 6 which Hughes or Poletti.

"Poletti said he has not yet determined the extent of Hughes' legal fight will take and that it would require several weeks to get the

(Continued on page 24)

## Yates, Grainger, Others Reelected at Republic

Hector J. Yates was elected president and James R. Grainger, executive vice-president, along with the rest of the other officers at the 1946 meeting of Republic directors yesterday (Tuesday). Officers elected were: Grainger, president; Yates, president; Grainger, president; Yates, president; Grainger, president; Yates, president.

William J. Gorman, James E. McCann, Arthur J. Miller and Edward L. Walker were elected directors for three-year terms at the stockholders' session. Other officers named were: J. R. Yates, president; Herbert J. Yates, Jr., treasurer; and Joseph E. McMahon, secretary.

## REP. SPECIAL GREENLIGHTS

Hollywood, April 2. Republic sends its elflianger, "The Crimson Ghost," into work this week with Linda Stirling and Charles Quigley as co-stars.

## Rep, Mono, PRC Also Eric Johnston, Motion Picture Association president, has quite a lot as a salesman. And one of the selling jobs he intends doing, let it be known Mon- day (1), is getting the smaller companies, such as Republic, Monogram and PRC, into the MPAA.

Johnston indicated he felt that all companies must be part of the MPAA for the greatest good of the industry here and abroad.

## Johnston's World Tours To Sell U.S. Films Abroad

Eric Johnston disclosed Monday (1) that he will start a series of world tours as president of the U. S. Chamber of Commerce and the current cancer funds drive are completed in May. Purpose of the trips, Motion Picture Association president declared, will be to "sell" American films.

Johnston said that about 250,000 people a week are seeing U. S. pictures throughout the world now and it is very possible that figure to 500,000 by proper salesmanship. Vast areas of the world market are as yet virtually untouched, he opines, while remote restrictions are fettering distribution.

Initial trip probably will take about 60 days, MPPA boss said, and would carry him to Europe and possibly to the Orient. He has made as soon thereafter as possible to every conceivable spot that American pictures might find greater market, he said.

## Ohio Gov. Orders Sexer Withdrawn Until OK'd

Defiance, O., April 2. As result of protests by the Defiance Citizens' Committee to the showing in the Strand of "Mom and Dad," an education motion picture, Gov. Frank Lausche has asked the Ohio division of film censorship to withdraw the picture until it could be reviewed by the board and a present judgment reached on whether it possesses an ethical quality justifying its being shown in the state of Ohio.

Lausche said the picture, which was released by the Ohio censor board on March 30, has brought forth numerous complaints. "It is claimed that behind the false mask of being educational, it is a cheap question of sex to the commercial advantage of the exhibitors," the governor said. He said he had been told the film previously had been exhibited in Logan and Springfield.

## Signs New N.Y. Tax Bill

Gov. Dewey today (Tuesday) signed the new tax bill outlining N.Y. City to hike part-mutual taxes and imposing a 5% tax on hotel rooms costing over \$2 a day. The bill also provides for increase in sales-tax from 1 to 2%.

The education bill will produce a \$50,000,000 revenue increase.

## COOPER'S NEXT U.S. TASK

Hollywood, April 2. Gary Cooper's next chore for United States Pictures will be to travel with a sociological angle, co-starring Bill Palmer, the British actor.

Allison Spelling company vicepres, is hunting a story of that nature to follow Cooper's current job in "Clash and Dragoon."

# SHOWDOWN FIGHT OVER CENSORSHIP EYES

The picture industry may shortly find itself at odds and ends with local censorship by state municipal and police boards. Eric A. Johnston, president of the Motion Picture Association of America indicated to VARIETY in New York Monday (1). Johnston said he could not elaborate now, but that he'd have more to say on the subject in 60 to 90 days.

Considerably more rigid enforcement of the industry's protection code than heretofore has been instituted in the past few weeks, the MPAA topper revealed. The Association is fully cognizant of the increasing trend to local censorship, he said, but the more basic reason for greater stringency is that "I am convinced the people of America want clean pictures."

Move for industry-wide support of a court battle against local censoring bodies is an outgrowth, in part, of the recent Supreme Court decision in the Esquire magazine case. Tribunal in February was unanimous in opposing the right of any Governmental agency to "compel acceptance of its literary or moral standards relating to material admittedly not obscene."

Civil Liberties attorneys, notably Louis L. Ernst, have loudly maintained that that line of action would control and control of films once and for all by local officers if it were later Enlist, written, Leona and Johnston's indication that the MPAA has now chosen to make for a fight becomes doubly important.

(Continued on page 26)

## INT'L SETS PERMANENT STAFF FOR UWP SKED

Hollywood, April 2. International Union of Professional Motion Picture Production staff to carry out its annual eight-picture commitment to the World Pictures Guild. The staff includes Robert Capa and Robert Siodmak, directors; Fred Finklehoffe and Oliver D. Haviland, producers; and S. P. Eagle and Joseph Starn, producers.

In its recent "Bella Donna" package deal with United Artists, the company took over Merle Oberon, Paul Lukas and Charles Korvin. "International" bought screen rights to "Pierrot's Memory," a Random House novel authored by Guy and Constance Jones. Picture is slated for autumn production with Nunnally Johnson doubling as producer and scripter.

## Memphis Censor's Entire Private Row for Reviewing

Memphis, April 2. When Earl Carroll's "Vanities" opened here Friday night, the show on the combo with "Tangle of Sin" in the corner, Chairman Lloyd T. Binford occupied exclusive use of the entire of seats in a show location, despite fact the house was crowded.

A city snapper had ordered the management to set aside a row of seats in the middle of the theatre for the first 10 minutes of the performance. An usher was stationed at either end of the row to block passing customers in and out of seats. Alone in the 18-seat row, unaccompanied by personal contact with the public he, he stalked out. At the finale, he stalked out. Binford was in solitary contemplation upon Carroll's so-called "most beautiful girls in the world."

## WURTZEL RENTS AT 20TH

Hollywood, April 2. Sol Wurtzel, who moves out of the Enterprise Studios June 1, asked a \$10,000 a month contract for the company on the 20th-Fox Western Avenue lot. Meanwhile, he will complete one more picture on the Enterprise lot, for 20th-Fox release.

# American Theatres Assn. Replaces TAC Label at St. Louis Meet; Votes Curbs on Govt. Films, Rental Rows

By ISA WIT

St. Louis, April 2.

**Pix's New Labor Rep**  
A new labor representative for the film industry now being chosen and may be named within a week, Eric Johnston, Motion Picture Association president, disclosed Monday (1).

Johnston said the job would be different from that now performed by Pat Casey, studio labor contact, who does not come under MPAA control. Two or three men are presently under consideration for the spot, Johnston stated.

## Richards Charges Distributors Tried To Scuttle TAC

St. Louis, April 2.

Surprise Tuesday to Theatre Activities Committee chairman who had all earmarks of fighting fire with fire came early when E. V. Richards, Paramount-Richards Theatres presy. New Orleans, in the opening speech charged distributors with sabotaging formation of TAC. Taking the stand away from the Allied States exhibitors, Richards, on the contrary, asserted distributors had attempted to scuttle the Theatre Division's War Activities Committee at the outset and "that the same forces were still operating."

(Continued on page 24)

## Gamble Notes Absence Of 10,000 Indie Exhibs

St. Louis, April 2.

With Ted Gamble claiming 6,000 indie exhibitors represented at Theatre Activities Committee meet, question still stands whether the organization will be the whole cake or just its icing. Total representation in the main consists of 4,500 major company and affiliated houses, but some 10,000 exhibitors more indie remain to take outside the organization. To build TAC into national membership for exhibitors, Gamble admitted necessity of inducing a large number of stay-at-homes to come in.

Speeches both at Fabian and Gamble aimed at inducing indie to get wary of "domination by distributors," pointing up benefits to all theatres of solid form. However, some feel TAC may have hurt its cause by the interim committee's selection of a convocation subcommittee chairman which are top heavy in major company and affiliated houses. Included were Paramount partners, Robert O'Donnell, Robert Wiley, Leonard Goldenson, E. V. Richards and Charles Fox. Frank Rickleton and Charles Skouras, of Fox Theatres; Joseph "Lucky" Loew's and Alacorn Kingsberg, of RKO.

Pointed out by some delegates that Allied States and other opponents who wanted to seize the day, comment that TAC is a stooge for majors. Allied members stayed away on massed buyers from the press. Allied States of Illinois, who said "was attending as an observer only."

Despite such, feeling of optimism for ultimate success is strong among delegates. Sentiment generally is that the indie will be convinced when TAC produces the goods in handling charity drives within bounds and fulfilling a national over-inflation of Government film.

Finally ironing out the touchy problem of future exhibition of Government films, the Theatre Activities Committee decided at its meeting here today (Tuesday) that no Government films are to be adopted for exhibition heretofore unless they receive a two-thirds vote of a special program committee established to view the films at pre-release screenings.

Just before adjourning the initial session, the delegates passed a resolution changing the name of the organization to the American Theatres and three members from outside organizations — one from the Pacific Coast Conference of Theatre Owners, one from Allied States, and one from the Film Distributors Committee.

Program committee, to be appointed by the TAC's exec committee, will consist of 11 TAC members and three members from outside organizations — one from the Pacific Coast Conference of Theatre Owners, one from Allied States, and one from the Film Distributors Committee.

Resolution adopted stated that no Government film is to be adopted for exhibition "unless it shall be of importance to the public interest, shall be of national importance, and shall in no manner of a political or controversial nature."

TAC also made clear today that it would steer entirely away from any matters dealing with film distribution. The committee also adopted the preamble to the org's newly-adopted constitution, which specifically excluded any action, agreement or discussion of any matters pertaining to the sale and delivery of motion pictures, and the St. Louis circuit operator, demanded that the meeting enter into a discussion of the future of the org. He was immediately escorted down.

Temporary officers, to hold the reins for an indefinite period until regular elections can be held, were named during the closing minutes. Ted R. Gamble was elected chairman of the org. William Kirkhill of New Orleans was named president. Other officers included Charles Skouras, first vicepres; William Kirkhill, second vicepres; Sam Pianshik of Boston, treasurer; and William Crockett, prez of the Virginia Theatre Owners, secretary.

(Continued on page 22)

## Collections in Theatres Limited to One-a-Year

Henceforth, to St. Louis, Mo.

Theatre charity collections, subject of much adverse criticism recently from exhibitors throughout the country, will be limited to one a year, was agreed yesterday at a resolution passed Tuesday at the Theatre Activities Committee meeting.

Most radical steps taken at the meet, the TAC voted that the sum collected in the single annual drive was to be divided among the various charitable organizations by a committee of representatives of the TAC members. Not more than three of the exhibitors are to be from affiliated companies, with the others four to be chosen from the east, south, west and midwest respectively.

The committee also determined the percentage of the annual take to be distributed among each of the charities. The committee also agreed to be held back for any emergency that might arise during the year. TAC decided that no further collections are to be made after May 1 this year, confining recent speculation in the industry that the annual drive would be for October 21-28, would be the last in 1946. All theatres were left free to accept or reject the recommendations of the committee.

(Continued on page 27)

# Box Office

In every theatre  
it has played...

EDWARD G. ROBINSON  
**The Outlaw**

has smashed  
every existing record  
ever established by  
any picture in the  
history of the theatre.

# Madness!

City and Theatre	Outlaw Gross	Breaks the all-time house record by this amazing amount!
<b>CHICAGO</b> ILL. ORIENTAL THEATRE	\$ 78,449 <sup>00</sup>	\$ 21,749 <sup>00</sup>
<b>ATLANTA</b> GA. LOEW'S GRAND THEATRE	\$ 22,413 <sup>00</sup>	\$ 3,091 <sup>00</sup>
<b>RICHMOND</b> VA. LOEW'S THEATRE	\$ 17,642 <sup>00</sup>	\$ 2,287 <sup>00</sup>
<b>NORFOLK</b> VA. LOEW'S STATE THEATRE	\$ 23,940 <sup>00</sup>	\$ 7,385 <sup>00</sup>
<b>SALT LAKE</b> UTAH PARAMOUNT CENTER THEATRE	\$ 20,384 <sup>00</sup>	\$ 2,984 <sup>00</sup>
<b>PROVO</b> UTAH PARAMOUNT THEATRE	\$ 5,165 <sup>00</sup>	\$ 1,425 <sup>00</sup>





# THEATRE

## Milk Shake and Coke Circuit Thesps Take Over H wood in Wholesale Lots

Hollywood, April 2.—Mogpels, who have a knack for attelling practically every picture they're in, are still up trouble. They appear, day after day, in the field, day in current Hollywood season. There are more new mogpels being assigned, more top players in circulation than any time in the past.

Standing at the top of the heap are young dramatic actresses. Sue England, who made her screen bow in Universal's "This Love of Ours," has just experienced competition as Merle Oberon and Charles Korvin to compete with, and emerged with flying colors. Connie Marshall, first appeared in 20th-Fox's "Sunday Dinner for a Soldier," standing in for the more recently played prominently in "Dragonwyth" and "Sentimental Journey." In latter film particularly she does fine work, her acting comparing with anything seen on screen.

Natalie Wood has been singled out for her performance in International's "Tomorrow's World" and plans to give her big build-up, just as two companies above will jump with respect. In "The Bride Wore Boots," a ripe six years old, was borrowed for role in "The Bride Wore Boots" by Paramount.

**Male Mogpel**  
Claude Rains, the 12-year-old lad, is shown in a picture made in Memphis while trying to find a juvenile for Metro's "Veering," in which acting history in the picture studio aces, and does it in tone all can hear. Boy is practically in all the top companies, and is the most important part in film.

Metro appears to have slight corner on the top companies, and few studios which do not have at least one to boast about. Apart from the picture of John Barrymore, O'Brien and Bulch Jenkins, both now top stars in their own right, has been Elizabeth Taylor, 12, and Jane Powell, 16, a singer of no mean attainment.

Young Metro player is Dean Stockwell, who distinguished himself in "Anchors Aweigh," and received critical accolades for his work in "The Green Years."

Shirley Moffett is RKO's entry. (Continued on page 24)

## SEC WINS CLOSED SHOP AGREEMENT WITH PRODS

Hollywood, April 2.—All atmosphere players must be members of the Screen Actors Guild in order to obtain work in the major studios after April 8. That was the kind of agreement reached between SEC and the major producers, pending completion of negotiations for a new contract. The deal increases, improved working conditions and retroactive pay.

SEC ended criticism in the handling down of the National Labor Relations Board certifications, held March 3. Delay in board said, is depriving extra players of work increases long overdue.

## RKO Managers Further Picketing Van Handbills

"Stay out of RKO houses" handbills RKO obeys your Government" is the slogan made this week by circuit's managerial union in the area and Westchester circuit. This is a follow-up to self-stamped cards, they are passed out in front of RKO houses last night. The RKO has last night's signing and mailing to RKO headquarters regarding the dispute with the managers.

Recalling an impasse in negotiations with RKO, the Motion Picture Theatre Owners Managers' & Assistant Managers Guild was authorized to take strike action, elected to go immediately stage a walkout. Meeting campaign to injure RKO by taking the dispute to the public was decided upon.

## Lesser's Backyard Hunt

Hollywood, April 2.—Sol Lesser is cutting out the customary nationwide search for talent and is hunting two prospective film actresses right in Hollywood's back yard.

Gals are wanted for roles opposite Lou McCulliver in the forthcoming production, "The Red House." Delmar Daves, director, and Ruth Burch, casting director, are interviewing players in studio stock companies and little theatres about town.

## Warners At New Low On '45-'46 Distrib

All indications point to Warners this season, 1945-'46 again releasing a smaller total of features than any other major company, maybe smaller even for itself.

This likelihood and the manner in which WB is achieving results is contrary to the statement at a Chicago sales meeting last December that more product could be expected from the company. However, since then, with grosses still rising, there has been less market demand for additional features than with former years.

Latest release scheduled by WB is "Her Kind of Man" for May 11. No others are so far contemplated for that month, while April there will be only "Devotion." Two reissues, however, "No Time for Comedy" and "City for Conquest," are being sold.

For the first nine months this season, to June 1, WB will have sent 141 pictures to exhibitors, compared to 142 for the same period last year. That is a slight increase over the 139 sold last season (1944-'45). That same number of features was delivered the prior five years (1943-'44).

Next to Warners on releases for this season (1945-'46) will be Paramount and 20th-Fox, with both likely to end up at somewhere between 25 and 30 pictures. Metro will probably run a little below the latter figure.

## SPG Training Plan For Vets Sent to Studios

Hollywood, April 2.—Seven Publicists Guild laid its new apprenticeship program for war veterans before the major studios.

Program, designed under the G. I. Bill of Rights, is meant to pave the way for soldiers and sailors into studio life. Eligible apprentice and junior publicists will draw \$65 per month, and \$20, if married. If the program is accepted by the studios.

Col. Call in NLRB

The back jurisdictional battle between a three-way fight yesterday when nine film companies filed requests with the National Labor Relations Board asking elections to determine the proper bargaining agent. The studios stated that only elections can solve claims made by both factions asking the NLRB to be the bargaining unit.

Move was made by the studios under regulations which permit an employer to seek an election when disputing unions fail to take action. The studios' move was made by Columbia, Loew's, Paramount, RKO, Republic, Samuel Goldwyn, 20th-Fox, Universal and Warners.

## GO-OP BACKING

## FINANCIAL BACKING

Financing of indie production will be still further eased this week by reorganization of Ideal. Factor, N.Y. to bring millions of dollars of new money into the film industry. Ideal, which has loaned more than \$500,000 to indie production, and financed scores of films during the past five years, is being set up to handle Hollywood investments of a number of commercial finance, banking and investment houses on a portfolio basis.

With considerably more coin around than people to loan it to, financial sources have been increasingly eyeing film production. However, most of them have had no experience in picture loans and, furthermore, don't want to take the risk of putting up the entire investment in secondary and completion money in a single picture.

Ideal, therefore, will offer its experience and reduce the risk of investors by offering them a portion of a portfolio made up of interests in films of different kinds. Producers rather than in a single one. Similar to the way investment trusts have been operating in the past. (Continued on page 24)

## 5 Film Stocks

## Up 1/2 to 1 1/2 '46 Highs

Continued fluctuations in motion picture shares sent five film stocks up 1/2 to 1 1/2 points during the week. New peaks were registered by RKO, 20th-Fox, Paramount, Columbia and United Artists. The highest showing being made last Friday (when both RKO and WB advanced 1 1/2 points) was for the N. Y. Stock Exchange.

The bull move in RKO stems from belief that the studio company's dividend may be declared this month. Company no longer has any other shares standing in the way of such dividend.

Pearl's climb into new higher ground predicted the belief that action will be taken in splitting up the shares, possibly on a two-for-one basis. 20th-Fox's new strength is based on the belief that the remaining shares now outstanding will be called in by the company. There are now around 400,000 shares outstanding, which means that close to 400,000 shares were converted into common during the past year.

The closing prices for picture company stocks on the N. Y. Stock exchange yesterday (2/27) were: Columbia, \$28.75; RKO, \$28.75; United Artists, \$28.75; Paramount, \$28.75; Loew's, \$28.12; 20th-Fox, \$27.87; RKO, \$27.75; Paramount, \$27.50; United Artists, \$27.50; Warners, \$26.87; 20th Fox and RKO made new highs for the year again yesterday.

## Heads New Photog Union

Francis Thompson of the International Film Foundation has been named president of the Associated Camera and Educational Motion Picture Cameramen. Organization, recently formed, is currently conducting a drive to enlist all cameramen in the non-theatrical field. Other officers elected at the meet are Bonzell, secretary, and Albert Moss, treasurer.

It is understood is drawing its major strength from a peacetime influx of cameramen who have returned from overseas. The union is the International Photographers of the Theatre and Stage Employees' Association. Membership will be open to all qualified cameramen and assistants. The union is seeking a working agreement with producers on working conditions, may affiliate with existing labor group. Officers of the union includes Robert Barlow, John Perno, Ben Grail, Alexander Hume, Harry Kaufman, Richard Leacock and Peter Glushenko.

## See Tele and Newsreels Closer With Video's Advent, Not Antagonistic

## Levey-Goldwyn Rent Meet

Hollywood, April 2.—Jules Levey checked in from New York to huddle with Samuel Goldwyn about studio space for the production of "Conspiracy in Jazz," now ready for early filming.

Screenplay has been turned in by Eliot Paul. Herbert Biberman will direct, for United Artists release.

## Expenses Up But Taxes Down Help 20th, Col. Profits

Despite increased production and operating costs in 1945, film company net profits continued on a par with the peak wartime rentals of 1944. Expense boost was met by dip in Federal taxes so that with most of the majors' financial reports now released, comparison of the two years showed but little variation.

Trend towards steady sales prices was stressed last week with the announcement of the 20th-Fox estimate for the fiscal year and Columbia's second-half report. Estimated net of 20th is \$12,700,000 for 1945 against a 33-week \$12,480,000 take in 1944. While gross income from film rentals and theatrical receipts total \$178,250,000 in the past year compared with \$172,620,000 in 1944, net before taxes and contingencies is figured at \$37,100,000 against \$34,545,588 in 1944. Operating expenses for the year accounted for the difference, a company spokesman explained. Operating losses of \$25,100,000 paid '44 to a \$25,550,000 loss in '45 brings the net figures close together.

Stockholders of 211,700 shares of company will receive approximately: \$5.71 per share outstanding at December 29, 1945. Earnings for '44 came to 60.64 per share with 1,771,344 outstanding.

Operating profits of Columbia for the 20 weeks ended December 29, 1945, was \$230,000 compared to \$25,000 for the corresponding period in the prior year. With taxes totalling up to \$585,000 for the '45 period as against \$1,175,000 in '44, Columbia chalked up a \$1,250,000 take, a good gain over the \$900,000 in '44. With this year's earnings of \$3.01 for each of the 595,474 shares of common. In '44, some 382,401 shares of common garnered \$1.42 per share.

## Robt. Lehman's 2,000 Of 20th Tops SEC Report

Philadelphia, April 2.—Activity in film stocks was comparatively quiet during the Feb. 11-12 week. The largest movement reported made public today (Tues) by the Securities & Exchange Commission was the largest movement reported was acquisition of 2,000 shares of 20th-Fox by Robert Lehman. Lehman's holdings of 20th-Fox now holds 2,500 shares of 20th common.

Daniel M. Sheffer, Philadelphia, chairman of 1200 shares of Universal common during the report period, bringing his holdings down to 21,350. He also sold 50 shares of Columbia, reported holding 52 shares of Columbia Pictures common. He also reported a sale of 50 shares of Columbia preferred.

## District Shares at \$7.25

Washington, April 2.—Some 140,000 shares of District Theatres Corp., which has taken over the Lichtman Theatre chain, were sold in Washington and Virginia, is being offered here at \$7.25 per share. The District Theatres group recently incorporated the stock was set at a par value of \$1.

The current antagonism between producers and television broadcasters is not a new phenomenon. It is a temporary condition that will change in the near future to one of close cooperation and mutual advancement, in the opinion of newsreel company executives.

Calumny, however, already has the doubt that newsreels with the advent of television are miscalculating the staying power of the former and overlooking the needs of the latter. Television, in their estimation, will use the help of the newsreels, which under this new stimulation, should enjoy one of the biggest booms in its history.

"We don't want to roll back the news, even if we could," one of the newsreel executives said. "We're coming and we can't stop it. But if it wants to bring news pictures into the home, television will have to rely increasingly on motion picture techniques and personnel. Newsreels already have the necessary editorial setup functioning on a worldwide basis with more than 25 bureaus in 100 countries. We're on our feet. It's our business, and since video is depending upon television for its life, we're going to make programs, we expect to work closely with them."

For the past few years back some people were prophesying the end of newspapers with the spreading commercial news and television. Nothing of the sort happened. On the contrary, press agencies were put on a paying basis the first time with the installation of radio press wires. Radio gathered upon video, which last week with the advent of television, the initial friction between the two media and the television industry will assume a parallel relationship."

## SHOWDOWN DUE IN IATSE-IBEW DISPUTE

Anticipated showdown between commercial newsreel and television newsreel cameramen at the United Nations Security Council conference last week will end today (Wednesday). Dispute involves the refusal of cameramen from the International Alliance of Theatrical and Stage Employees to shoot film in members of the International Brotherhood of Electrical Workers, joining pictures for CBS television, continue to work at the conference.

Under the pool arrangement set up by the N. Y. television network, CBS, Saturday, 6:30, at which time the trouble might come on.

"CBS is the only video outfit in New York City," said a spokesman. "Dumont and only employ I-A cameramen, and NBC uses members of an indie union. Both unions, meanwhile, indicated they'd hold fast to their stand originally taken. It is under obligation to its audience to broadcast pictures of the UNO meet."

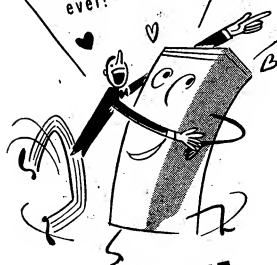
## 16m 'World' Prem

First 16mm picture to have a press book issued, and get a simultaneous world press in both color and black and white, is "Brotherhood of Man," one-reel cartoon made by United Productions for United Artists Workers. Max Fleischer, director, had not selected promotion for UP, is handling plans with Zack Schwartz, press, who recently arrived in New York from the Coast.

Independent - Citizens Committee has been set up in New York. New York one is tentatively slated for the Museum of Modern Art, with the theme of "The World of Tomorrow." Press book, a simplified version of the type put out on 35mm production, is being sent to the press, premieres, invite critics and otherwise drum up interest.

# AND FOR ME

after that Philadelphia  
holdover that topped  
any UA business  
ever!



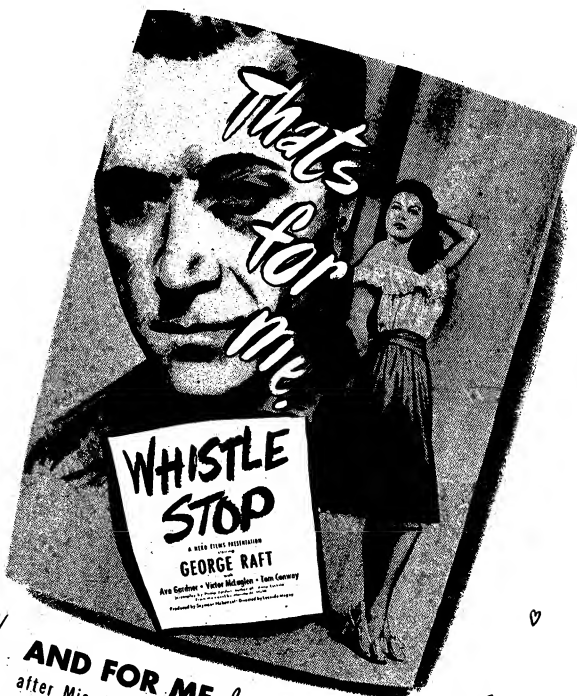
# AND FOR ME

after tremendous takes in  
Altoona, Harrisburg, Reading,  
Wilmington, Hartford, Long  
Beach, Phoenix and  
San Francisco



# AND FOR ME

when I think of the wham biz ahead  
in Fort Wayne, Montreal, Sioux City,  
Waco, Little Rock, Utica, New Haven  
and everywhere!



# AND FOR ME

after Miami's same-time  
3-house sockeroo!



# AND FOR ME

after Springfield, Ill., and a  
UA record record-buster!



# AND FOR ME

after that sensational opening  
in New York.



you  
AND FOR ME FROM UA

## By Metro Shapes Big; 2 Films Ready

## 10-Year Product Deal Set Up by Universal For Greater Union

## First Postwar U.S. Acts In New London Revue

## Clasa, Films Mundiales Latest Mex Pix Merger

Company has lined up with the Canadian Cinematographic Institute for reciprocal distribution of pix in Mexico and Canada. Institute's films are set to start screening in Mexico in April.

## Foreign Newsies Give Top Acting Awards

## U.S. Pixmen Say French Threats Are Merely 'Talk'

Cited that it is mainly the box-office draw of old American pictures that is enabling exhibitors to stay open at all. Attempts of the producer crowd in Paris to force Russian, and other product on French patrons have not helped the box-office. Many exhibs in France admit they don't know what they will do to keep their theatres open unless new American films are released.

## Would Buy Usherette Job in Paris Theatre

Paris, March 26.

Fear of drawing adverse comment recently prompted a French newspaper to turn down a want-ad by a young girl offering 10,000 francs or the procurement of food to anyone who would help her an usherette job in a theatre here.

Usherettes in better Paris theatres currently make as much as 20,000 francs a month in tips.

### Current London Shows

"Honeymoon," York's.  
 "Ladies Without," Garrick.  
 "Lady Edithburg," Playhouse.  
 "Let's Be a Duo," Duchess.  
 "Man About Town," Piccadilly.  
 "Merrie England," Prices.  
 "Night and Music," Coliseum.  
 "No Medals," Vaudeville.  
 "Perchance to Dream," Hipp.  
 "Private Lives," Apollo.  
 "Sacred Flame," Westminster.  
 "See How They Run," Comedy.  
 "Shop Sly Corner," St. Martin's.  
 "Sings," Beatty, Picnt.  
 "Stage of Nervous," Palace.  
 "Gaze Door," Saville.  
 "The Governor's," Embassy.  
 "Murder on Nile," Ambassador.  
 "Under the Counter," Phoenix.  
 "While Sun Shines," Globe.  
 "Wormers's Fan," Haymarket.  
 "Woman's View," Whitehall.

## PIX NEED UNITY TO HOLD MARKET

With quotas, exchange rulings and a host of other restrictions against U. S. films pending throughout the world, the board insisted that more unity, not less, is required by American companies. So the practice of breaking away from the common front to win a minor concession in France, for instance, only to have the whole industry set back in Sweden because someone else has done the same thing there, is poor longrange policy, the directors agreed.

**Toppers Attend**  
Attending the meeting were Nicholas M. Schenck, president of Loew's Inc.; Barney Belaban, prez of Paramount; Nate Blumberg, Universal; Sam Schneider, Warner.

Not present were reps of the minor companies, such as Republic Monogram and PRC, who, it is felt must also agree to cooperate if the industry as a whole is to achieve best results abroad. Efforts to make informal arrangements for them to go along with the majors will be continued, it is understood. United Artists, which does not belong to the Johnston organization, does have a rep in the Export Association, thus giving a united front among the Big Eight.

## Luraschi to Survey Europe for Paramount

Luraschi leaves April 20, reporting back to Hollywood in July.

## Vet Mexican Comic Walks

Mexico City. March 26.

Roberto Soto, veteran comic here, cancelled his contract with the Teatro Arbu here, after playing there briefly with a vaude-revue company because of what he said was continuous differences with the management. Management said actor's peeve was "childish."

Soto is reported going to Hollywood to have a prefabricated theatre

## 16 Features for Each Included In Italy Distrib Deal for Majors

## 'Dear Ruth' Closes In London After 5 Weeks

London, April 2.  
 "Dear Ruth" is due to close at the St. James April 6, making it a five-week run for the American hit. "Astonished Ostrich," a revival, follows for a short playdate. "King Maker," produced by John Clements, which was set to follow, is not ready. "Evangeline," at the Cambridge, closed March 30 after two weeks, with Firth Shephard reviving "Arsenic and Old Lace" there for six weeks.

## Queensland Govt. Controls Films Via New Measure

During debate on the bill some politicians flayed U. S. distributors, raising the old cry of film monopoly and dollar-grabbing, and cited the allegedly high rentals charged for most American screen fare.

Far-sighted film people here see government interference in the picture industry spreading to all parts of Aussie unless certain exhibitors quit running to politicians on every grievance.

## New Production Union Wins Govt.-Support In Mexico's Studio Fight

National is bitter over the ruling and threatens to carry the fight to the courts.

Conflict between the unions for supremacy in the film industry here had led to studio shut-down which halted production on eight major

features. Technical workers have spread the fight via a national boycott of feature films starring actor

### Wechsler Delayed

Lazar Wechsler, Swiss producer who was due here from Paris over the past weekend, has been delayed

by illness of his wife. He's now slated to arrive April 10.

Wechsler, while here will play

**Tours Latin Americas for Loew's**  
With the return of Sidney Schwartz, traveling auditor—of Loew's International, from an extensive tour of the Latin American Ben Cohen, chief of operations division of Loew's International theatre department, shoved off last week end for two-month inspection tour of company's theatres in that territory.

Situation leaves the question of independent producers and distributors wide open. However, most indie producers already distribute through some major company, and many independent distributors have deals with

The American industry committee has returned to Paris, which continues as European headquarters for U. S. film companies.

## Greater Union Approves Rank's \$4,000,000-50% Buy-in Into Company

Sydney, April 2. Stockholders of Greater Union Theatres have voted approval of J. Arthur Rank's 50% buy-in into the company for \$4,000,000. Deal also covers 50% of British Empire Films and National Theatres Supply Co. A certain percentage of Rank product will be handled by BEF, with the 16-in. equipment going through

Five Rank nominees will be placed on the board of directors. Norman Rydge stays as managing director and company's top executive.

Greater Union, in a new major expansion move, has bought into Kings, leading suburban circuit, giving the big Aussie chain extensive neighborhood outlets. Kings circuit formerly used Metro and Paramount product. This buy-in was a big surprise to the trade here.

## London Pix Union Walks In Jurisdictional Fight

London, April 2.  
Jurisdictional dispute has resulted in some 300 members of the Assoc. of Cinematograph Technicians walking out, but the strike is not expected to cripple theatre operations seriously.

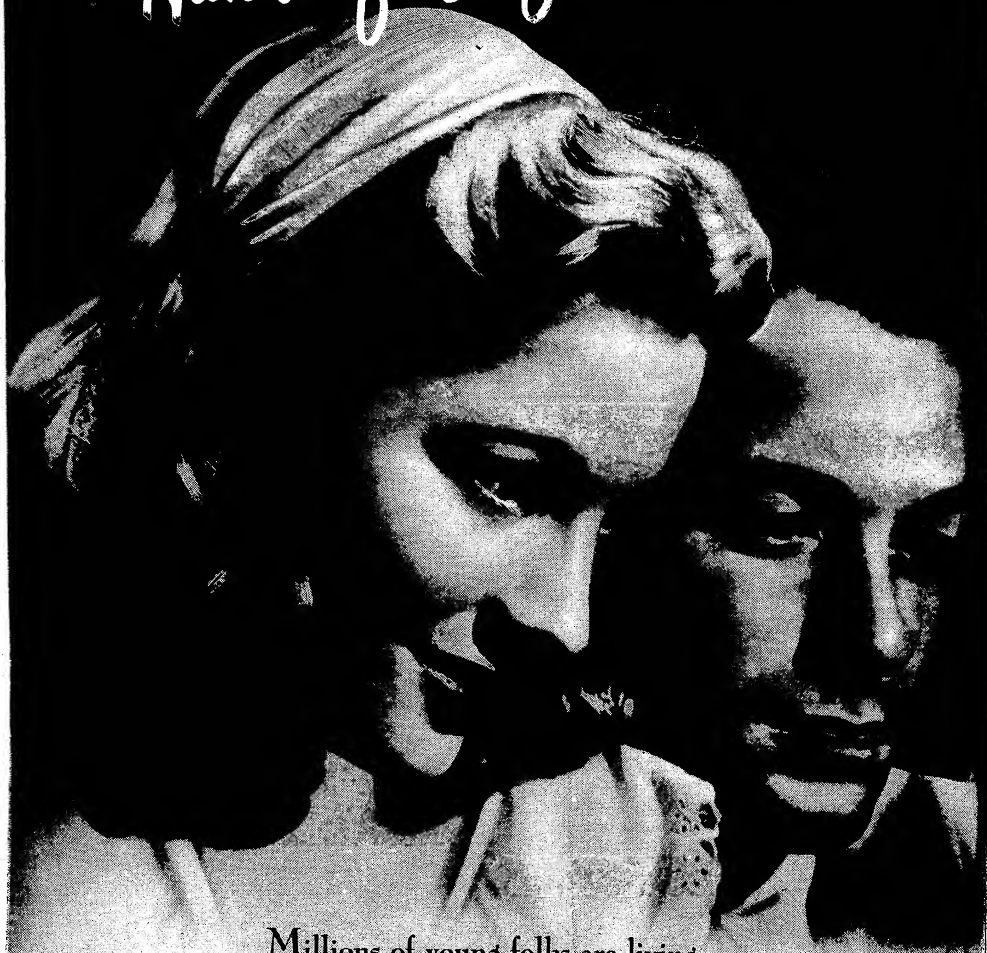
The ACT is a rival union to the National Assn. of Theatrical and Kinematograph Employees, which is the only one given national recognition by the film business here. Kinematograph Renters (distributors) Society has recognized the NATKE since 1942, which has annoyed the ACT members. Walkout was called while reps of their union were talking with the KRS and Ministry of Labor.

Report is that the strike stems from a feud between Tom O'Bryen M.P., and George Elvin, unsuccessful parliamentary candidate, the two being heads of the rival union. Believed that NATKE members will be able to handle any activities formerly carried on by ACT union.

**Metro Names O'Connor**  
Edward F. O'Connor, recently of the Navy, in which he was commander, has been named regional director in the Far East for Metro.

O'Connor had been associated with Loew's International for the last 12 years.

Hearts full of LOVE!  
Hands full of TROUBLE!



Millions of young folks are living  
this story today—the result of headlong matrimony  
EVERYBODY will laugh and cry with the girl and boy  
who thought "I DO" meant only fun and fulfillment,  
but learned it also meant bread and butter!



# JOAN FONTAINE

*in*



*From This  
Day Forward*

WITH

MARK STEVENS · ROSEMARY DeCAMP  
HENRY MORGAN · WALLY BROWN · ARLINE JUDGE

Produced by WILLIAM PEREIRA · Directed by JOHN BERRY · Screen Play by Hugo Butler



R K O  
RADIO  
P L A Y  
V



# L.A. Leans on H.O.s; 'Journey' Top New Pic, Near 53G, 3 Spots; 'Road' 60G in 2, 'Wife' 44G in 3, Both 2d; 'Trunk' 51G, 4th

Los Angeles, April 2. Holdovers are dominating first runs this week and are responsible for bulk of biz. Best new bill is "Sentimental Journey" (RKO) which is doing \$50,000 in three theatres. "Road to Utopia" remains as pace-setter with hefty \$60,000 or close at the two Paramounts on second week.

"Saragat Trunk" is still in the big money with fine \$51,000 or thereabouts in fourth week for three spots. "Band of Sherwood" Fanny looks stout \$29,500 in two houses on third frame. "Salter Takes Wife" shapes as nice \$44,000 in three spots for second week.

**Estimates for This Week**  
**Beverly Hills Music Hall** (Blumenfeld) (RKO) (1945) (30) "Road to Utopia" (UA) (3d wk), \$50,000 in 3 days. Last week, \$22,000.  
**Capitol Circle** (F.W.C.) (50-51) "Seventh Veil" (U) (3d wk), \$50,000. Last week, \$32,000.  
**Chinatown** (Gramercy) (20-40) "Sentimental Journey" (20th) and "Went to Races" (M-G) (20th) (2d wk), \$45,000. Last week, \$31,000.  
**Downtown** (WB) (1800) "50-51" (2d wk), \$44,000. Last week, \$21,000.  
**Strong** \$19,000. Last week, \$22,000.

**Downtown Music Hall** (Blumenfeld) (RKO) (1945) (30) "Breakfast for Three" (UA) (U) (3d wk), \$50,000 in 3 days. Last week, \$47,000.  
**Edwyn Fawcett** (F.W.C.) (50-51) "Salter Takes Wife" (M-G) (2d wk), \$44,000. Last week, \$21,000.

**Four Star** (UA) (WC) (50-51) "The Fox" (20th) (M-G) (2d wk), \$44,000. Last week, \$21,000.  
**Grand** (Gramercy) (20-40) "Seventh Veil" (U) (3d wk), \$50,000. Last week, \$32,000.  
**Guild** (F.W.C.) (50-51) "Little Girl in the Big Woods" (M-G) (2d wk), \$44,000. Last week, \$21,000.

**Midland** (WB) (1800) (45-55) "Breakfast for Three" (UA) (U) (3d wk), \$50,000 in 3 days. Last week, \$47,000.  
**Paramount** (WB) (1800) (45-55) "Breakfast for Three" (UA) (U) (3d wk), \$50,000 in 3 days. Last week, \$47,000.  
**Paramount** (WB) (1800) (45-55) "Breakfast for Three" (UA) (U) (3d wk), \$50,000 in 3 days. Last week, \$47,000.

**Paramount Hollywood** (F&M) (1-45) (30) "Road to Utopia" (UA) (3d wk), \$50,000 in 3 days. Last week, \$22,000.  
**Paramount Hollywood** (F&M) (1-45) (30) "Road to Utopia" (UA) (3d wk), \$50,000 in 3 days. Last week, \$22,000.  
**Paramount Hollywood** (F&M) (1-45) (30) "Road to Utopia" (UA) (3d wk), \$50,000 in 3 days. Last week, \$22,000.

**Los Angeles** (Downtown) (20-40) "Sentimental Journey" (20th) (2d wk), \$45,000. Last week, \$31,000.  
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## Broadway Grosses

**Estimated Total Gross** (Based on 16 theatres) \$93,000  
**Total Gross Same Week** (Based on 16 theatres) \$87,900

## 'Adventure' 'Wow' 21G in Soggy K.C.

Kansas City, April 2. Grosses at most of the deluxers here are up this week, but the real exception to this trend is "Adventure," single-billed at the Midland. It's rolling up the biggest take in several months at this house. "Sentimental Journey" goes into second stanza at the Orpheum after a good initial run which went over \$100,000. "My Reputation" holds at the Newman, fairly steady in its second week.

**Estimates for This Week**  
**Esquire**, **Uptown** and **Fairway** (Paramount) (1945) (30) "House of Dracula" (U) (3d wk), \$50,000. Last week, \$22,000.  
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# Kaye Boosts 'Crime To 12G, 3 Days, Prov; 'Trunk' 18G, 'Forever' 17 1/2G, 'Crime of Century' to great 3-day

Providence, April 2. Big is on a solid spree this week with high grosses being registered all around. Doing away with usual biz are Strand's "Road to Utopia," Majestic's "Saragat Trunk," and the libes "Tomorrow, and Tomorrow, and Tomorrow," "Forever." Loew's "Sentimental Journey" is doing \$50,000 in three theatres. "Salter Takes Wife" shapes as nice \$44,000 in three spots for second week.

**Estimates for This Week**  
**Albee** (RKO) (2000) (44-55) "Road to Utopia" (UA) (3d wk), \$50,000. Last week, \$22,000.  
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# New Fare Hops Up Hub; 'Adventure' Huge 51G, Dorsey Tops 'Shock' 38G

## Key City Grosses

**Estimated Total Gross** (Based on 20 cities, 188 theatres)  
**This week** ..... \$128,840  
**Last week** ..... \$125,000  
**Year to date** ..... \$2,958,440

**Estimated for This Week**  
**Albee** (RKO) (2000) (44-55) "Road to Utopia" (UA) (3d wk), \$50,000. Last week, \$22,000.  
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**Estimates for This Week**  
**Boston** (RKO) (3200) (50-51) "Road to Utopia" (UA) (3d wk), \$50,000. Last week, \$22,000.  
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**Boston** (RKO) (3200) (50-51) "Road to Utopia" (UA) (3

# Cavallaro Pushes 'Sailor' to Tail 65G, Chir: Russell Wows 'Outlaw', 66G, 3d Wk.

Chicago, April 2.—Talk of the town is "Outlaw," with Jane Russell-Dave Applegate-Harvey. Cavallaro's "Sailor" has a break status in the picture, where the third week's house record with \$68,000, ties Russell's personal appearance in previous days. "Outlaw" has brought phenomenal \$71,500 and initial all-time \$72,000.

Business throughout Loop continues excellent with "The Sailor Takes a Wife," with Carmen Cavallaro and on stage. "Sailor" is making great \$65,000. "Seventh Veil," "Road to Utopia," "The Great Train Robbery," "Love's Blunder," "My Reputation" is lusty \$52,000 and the Roosevelt.

Class holdovers in the loop are still "Lost Weekend," "Adventure," "Bells of St. Mary's," "Spellbound."

**Estimates for This Week**  
**Adventures** (RKO) (1,100: 55-85) — "Lost Weekend" (P) (19th wk.) \$47,000. Last week, \$20,000. Chicago (B&K) (3,000: 55-85) — "Sailor Takes a Wife" (C) heading stage show. Gross \$66,000. Last week, \$50,000. "Road to Utopia" (C) heading stage show. Gross \$65,000. Last week, \$50,000. "The Great Train Robbery" (C) heading stage show. Gross \$65,000. Last week, \$50,000. "Love's Blunder" (C) heading stage show. Gross \$65,000. Last week, \$50,000. "My Reputation" (C) heading stage show. Gross \$65,000. Last week, \$50,000.

**Forever 38,000, Walk 35G in Det.**  
 Best is perking this season. Best money is being chalked up by "Forever," both being smash.

**Estimates for This Week**  
**Forever** (RKO) (1,100: 55-85) — "Forever" (P) (19th wk.) \$47,000. Last week, \$20,000. Chicago (B&K) (3,000: 55-85) — "Sailor Takes a Wife" (C) heading stage show. Gross \$66,000. Last week, \$50,000. "Road to Utopia" (C) heading stage show. Gross \$65,000. Last week, \$50,000. "The Great Train Robbery" (C) heading stage show. Gross \$65,000. Last week, \$50,000. "Love's Blunder" (C) heading stage show. Gross \$65,000. Last week, \$50,000. "My Reputation" (C) heading stage show. Gross \$65,000. Last week, \$50,000.

**Lent Socks Fit, Only 'Adventure' Holding Up, 29G; Dalton's Mild 8G**  
 Pittsburgh, April 2.—Lent is really beginning to be felt here, where city being way off. "Adventure" (P) (19th wk.) \$47,000. Last week, \$20,000. Chicago (B&K) (3,000: 55-85) — "Sailor Takes a Wife" (C) heading stage show. Gross \$66,000. Last week, \$50,000. "Road to Utopia" (C) heading stage show. Gross \$65,000. Last week, \$50,000. "The Great Train Robbery" (C) heading stage show. Gross \$65,000. Last week, \$50,000. "Love's Blunder" (C) heading stage show. Gross \$65,000. Last week, \$50,000. "My Reputation" (C) heading stage show. Gross \$65,000. Last week, \$50,000.

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**Omaha Off But 'Bandit' \$8,500; 'Adventure' 10G**  
 Omaha, April 3.—The "Bandit of Sherwood Forest" is enjoying a big week and will hold over at the small Brundage. "Adventure" (P) (19th wk.) \$47,000. Last week, \$20,000. Chicago (B&K) (3,000: 55-85) — "Sailor Takes a Wife" (C) heading stage show. Gross \$66,000. Last week, \$50,000. "Road to Utopia" (C) heading stage show. Gross \$65,000. Last week, \$50,000. "The Great Train Robbery" (C) heading stage show. Gross \$65,000. Last week, \$50,000. "Love's Blunder" (C) heading stage show. Gross \$65,000. Last week, \$50,000. "My Reputation" (C) heading stage show. Gross \$65,000. Last week, \$50,000.

\$8,500, and holds. Last week, "Cinderella Jones" (WB) and "Danger Signal" (WB), \$7,000.

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**Port. Okay Despite H.O.s; 'Abilene' Torrid at \$11,000**  
 Portland, Ore., April 2.—Lent is really beginning to be felt here, where city being way off. "Adventure" (P) (19th wk.) \$47,000. Last week, \$20,000. Chicago (B&K) (3,000: 55-85) — "Sailor Takes a Wife" (C) heading stage show. Gross \$66,000. Last week, \$50,000. "Road to Utopia" (C) heading stage show. Gross \$65,000. Last week, \$50,000. "The Great Train Robbery" (C) heading stage show. Gross \$65,000. Last week, \$50,000. "Love's Blunder" (C) heading stage show. Gross \$65,000. Last week, \$50,000. "My Reputation" (C) heading stage show. Gross \$65,000. Last week, \$50,000.

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**Grosses Are Net**  
 Film gross estimates, as reported herewith from the various key cities, are net, i.e., without the 20 per cent distributor share on net, when playing percentage, hence the estimated figures are net income.

The parenthetic admission prices, however, as indicated, include the U. S. amusement tax.

**'Walk' Sockeroo \$11,000, Mpls. Topper; 'Susie' 8G, 'Him' 10G, 'Road' 15G, 2d**  
 Minneapolis, April 2.—Biggest influx of new pictures in many weeks currently, but none stands out as sock buster. Strongest of the contenders appears to be "Walk in the Sun" (M-G) (4th wk.) and "Susie Slagle" (P) (19th wk.). After breaking the house record for a straight film, "Road to Utopia" (P) (19th wk.) is second Radio City week.

**Estimates for This Week**  
**Walk** (RKO) (1,100: 55-85) — "Walk" (P) (19th wk.) \$47,000. Last week, \$20,000. Chicago (B&K) (3,000: 55-85) — "Sailor Takes a Wife" (C) heading stage show. Gross \$66,000. Last week, \$50,000. "Road to Utopia" (C) heading stage show. Gross \$65,000. Last week, \$50,000. "The Great Train Robbery" (C) heading stage show. Gross \$65,000. Last week, \$50,000. "Love's Blunder" (C) heading stage show. Gross \$65,000. Last week, \$50,000. "My Reputation" (C) heading stage show. Gross \$65,000. Last week, \$50,000.

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**Denver Play Off But 'Harvey' Giant 23G**  
 Denver, April 2.—"Harvey Girls" is packing the Orpheum in small town, and is one of few pictures over to hold over there. "Road to Utopia" (P) (19th wk.) is second week. Debutant. Big cityweek is way off.

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# Spring Brings Spotty 'Hay Albeit' 'Kitty' Wow \$70,000; 'Don Revue 83G, 'Okay, Follies-Cugat Sock 106G, 2d

Some of the downtown New York Benny Fields, team of Harrison and Fisher on stage (2d wk). Off a bit from the "Kitty" (19th wk.) very big \$33,000 was struck but good at the "Kitty" (19th wk.) on holdover.

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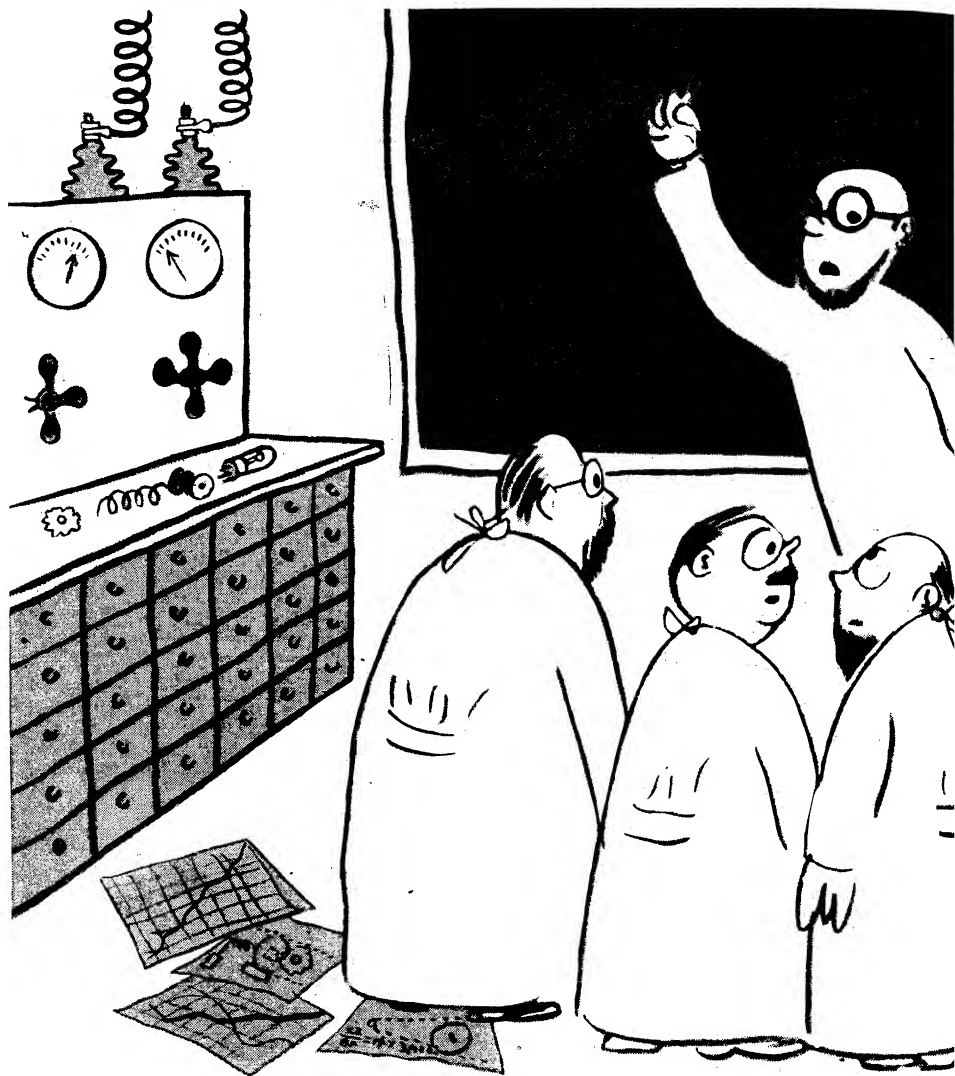
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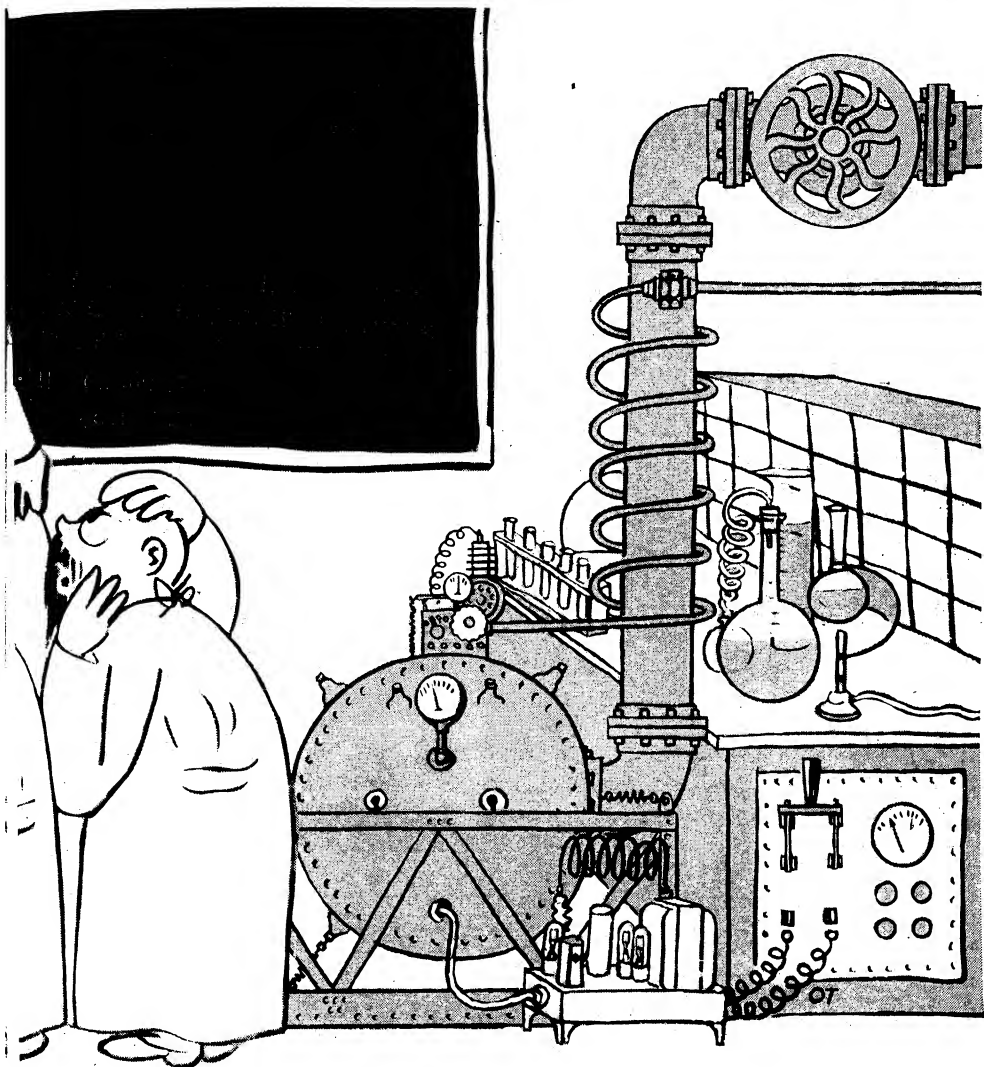
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**Omaha Off But 'Bandit' \$8,500; 'Adventure' 10G**  
 Omaha, April 3.—The "Bandit of Sherwood Forest" is enjoying a big week and will hold over at the small Brundage. "Adventure" (P) (19th wk.) \$47,000. Last week, \$20,000. Chicago (B&K) (3,000: 55-85) — "Sailor Takes a Wife" (C) heading stage show. Gross \$66,000. Last week, \$50,000. "Road to Utopia" (C) heading stage show. Gross \$65,000. Last week, \$50,000. "The Great Train Robbery" (C) heading stage show. Gross \$65,000. Last week, \$50,000. "Love's Blunder" (C) heading stage show. Gross \$65,000. Last week, \$50,000. "My Reputation" (C) heading stage show. Gross \$65,000. Last week, \$50,000.



**"WE'VE GOT TO DEVELOP PERM  
THEY SAY 'SARATOGA'**

GARY COOPER *and* INGRID BERGMAN in EDNA FERBER'S 'SARATOGA'



**ANENT FILM FOR WARNERS.  
TRUNK' WILL RUN FOREVER!"**

**TRUNK'** with FLORA ROBSON • A HAL B. WALLIS' Production • Directed by SAM WOOD  
Screen play by Casey Robinson • Music by Max Steiner

# Blag, Ban No Bar to 54 Pic Now in Work

## Blg, 15G Seal Limit Curb Future Films

Hollywood, April 2.—Firm industry spokesmen of jitters for a few days by news that the Civilian Production Administration in Washington had threatened to curtail production of pictures, but later the tension was relieved when it was learned, through Variety, that the Civilian Production Administration of America, that the provisions were not as drastic as they looked at first glance.

First sign of relief was a clarification, announced by Price, that the new restrictions would not affect the incurrence of approximately \$45,000,000 tied up in 54 pictures currently in production. Those films are free from the \$15,000 ceiling prices on set construction, including labor costs.

Future production, however, faces a serious obstacle, in the clarification that the \$15,000 ceiling on the spoken figure is meant, \$15,000 per set, not John D. Small, head of the Civilian Production Administration in Washington, emphasized that the \$15,000 covers new set construction for an entire picture, not a single set.

### Pestive Campdown

Situation is something like that prevailing during the time when the War Production Board put a ceiling of \$5,000 on set construction. Presently, the ceiling might be set at \$15,000 with labor costs included. The WPB limit was only on the cost of the material, not on the purchasing agent for RKO, summed up the available lumber:

"As I see the order, it means that 40% of available lumber will go to construction of homes for veterans. The remaining 60% will be distributed to other needs. Making the situation more drastic for us is the fact that the GI home building program will utilize practically all the middle grade lumber. Studios use only the top grade. Lower grade is too poor for our use and higher grade is too expensive." The only possible source of our lumber is the small mill operator. The government order is too small to put him in the government order, but the order, as it stands, practically kills set production."

The new order tossed a jolt into the construction of theatre radio stations, interiors, arenas and other entertainment resorts. In the radio field, the companies who have received new channels for standard, radio and television outlets and have no buildings to house them, are in a quandary where they get off.

Two factors are in the background. In the Government edict, one is that no authorization is required for the continuance of construction work already started "if materials which are to be an integral part of the structure have been incorporated in use on the site" and if the work under way. The other is that special permission may be granted on the local level. It will be handled by advisory committees of prominent business working in conjunction with Government representatives in regional and district offices. In this case, the committee in the district needed a new theatre or a radio station, and obtain Government permission to build.

## 35 MEMPHIS CINEMAS OPPOSE DAYLITE TIME

Memphis, April 2.—An organized campaign by this city's picture houses appears to have beaten the movement to restrict saving time here again this week.

Proposal had strong backing from certain business interests and is also being supported by radio stations, with city fathers and a police station declaring themselves neutral until opinion splits itself.

Aggressive opponents claim that the change costs each theatre one complete audience every night in sum going because of the police station to a pile until after the city fathers prevent operation after midnight, and also objecting to the contradictory schedule. The proposal prevails for patrons inside the city. Picture dealers there come from beyond, showned voted to give their voices heard.

## Ernest Meyers Resigns

Washington, April 2.—Ernest Meyers, head of the consent decree unit of the Justice Department, resigned today, a man who has figured in many motion picture cases, has turned in his resignation, effective April 30, to practice law in New York.

Meyers has had an active part in the theatre theatre divorce case now awaiting a ruling from a special Federal Court in New York.

## Jackson Pk. Alty. In \$200,000 Suit

Chicago, April 2.—What major dispute erupted from attorney Thomas C. McConnell, who argued the Jackson Park Theatre case and won a judgment of \$300,000, is indicated by his intention, as he advised Variety last night, to sue the city of Chicago for an additional \$200,000 for damages suffered by the theatre during the period of the litigation, started in 1942.

McConnell has yet to file injunction proceedings against the defendants (Paramount, Warner, RKO, Loew's, 20th-Fox and Balaban & Katz). However, his settlement reduced from his latest announcement is a new suit that he's out to throw the city into every phase of its present clearance system.

New suit, McConnell said, arises from the fact that he had to sell pic to the Jackson Park at an earlier date. When Federal Judge Michael F. Egan had set the original decision, McConnell told the film attorneys that he would waive further damages if they'd get the theatre better clearance. They brushed him off, however, because of the fact that the city had made the decision in the Circuit Court of Appeals.

McConnell said he had the decision reversed in the latter court, but the Supreme Court reversed that, thereby leaving them in their present vulnerable position.

McConnell's stance is that the Jackson Park was damaged just as much during the four-year litigation period as it was during the period in which the original suit was used.

Total sum that film companies will pay over to the Jackson Park claimants will amount to at least \$700,000, which includes interest on the bond set up by the film companies while the appeal was pending.

The situation suit can't be tried before Monday (8), as Judge Joyce, who heard the original case, won't return from his Florida vacation until that time.

## EXHIB JAMMED FOR BEATING ROWDY KID

Chicago, April 2.—Disorderly conduct charges against Nathan Padim for assaulting a 12-year-old boy in the basement of Padim's theatre, resulted in several arrests and the closing of several theatres. The city is now creating a disturbance in the area.

Owen Moriarty, the youth, said that Padim dragged him into the basement and then he pounded his head against a wall and pounded the wall with his fist. Padim denied this but admitted pulling the lad into the house and calling the cops when Moriarty and other boys eluded through the lobby and started a peep show machine.

One of the many instances of the law have caused by inquests in Chicago of others, must be noted on by Judge Mcweeney this week.

## O'Sullivan on 'Missouri'

Hollywood, April 2.—William J. O'Sullivan draws prologue to a "Gentleman from Paris" and also to a picture starting at Republic in early June. Picture deals with western adage, with Roy Acuff in the saddle.

## Urgent Local New Theatre Needs May Circumvent Campdown

Campdown on new construction work, following the announcement of a decree in Washington, may permit a trickle of new theatre projects, a spokesman for the Civilian Production Administration said last week. While the rush to erect new theatres is definitely over, the order is lifted, and the CPA officials are of the opinion that authorization would be obtainable if the project were filled a great need in the community. Determination of the essentiality of the projected theatre would be put upon by a local citizens' committee designated by the Government, it was explained.

There would be a 90% certainty that any one request for a theatre project would be turned down by the committee, the CPA official said. On that score, the committee would not consider local conditions but also the materials proposed in the construction work. Critical need is one factor, but also the materials—other than steel, it was pointed out, so that selection of materials would be a factor.

As to local theatre needs, there is very little likelihood of construction work in the new establishment community, it was said. However, where a community had sprung up recently, substantially during the war years to the point that a theatre was a morale essential, the CPA representative said he would use of approval.

Commenting on the \$100,000 repair and installation ceiling limit in the decree, CPA officials declared that it would be interpreted to permit the repair of one theatre where the work was uncompleted. As an instance, it was explained that an exhibitor could be permitted to spend \$100,000 on his lobby and an additional \$100,000 on the projection booth, but he would not be permitted to do so without the number of different repairs or installations effectuated in a theatre.

As the order now stands, officials added, the curb on building extends to the point where a theatre will be permitted an exception would be determined by the committee considering each case on its own merits. It might well be, it was conceded, that a rapid sale of tele receivers in the locality would mean the construction of a station into the essential classification.

## Probe Mysterious 70G Texas Theatre Explosion

Seguin, Texas, April 2.—Investigations continued here into the cause of the mysterious explosion which reduced to rubble the Palace theatre here to shambles. Only the front of the 623-seat theatre was saved, and the cause of the explosion is still under investigation.

The explosion occurred on Monday (8), as Judge Joyce, who heard the original case, won't return from his Florida vacation until that time.

Insurance coverage amounted to \$100,000, and the cause of the explosion is still under investigation. Plans are already under way for the immediate construction of a new theatre.

## Cap. Providence, Fire

Providence, April 2.—Fire, believed to have started by a carelessly thrown cigarette, caused considerable water, smoke and property damage to the 1,250-seater E. M. Loew lounge, on Saturday (30).

A small section of the balcony bore the brunt of the fire damage, but subsequent efforts to extinguish the flames resulted in the burning of the wooden partitions under the first floor, long King, manager, and the fire then spread to the approximately 800 patrons that were a slight fire and that the fire was then spread to the balcony. The damage is covered by insurance.

## T-MEN KUODS REP

Hollywood, April 2.—Treasury Department sent of official communication to Republic Pictures and also to the studio for War Bond sale, through the company's payroll plan. Total maturity of Bonds sold to employees amounted to \$1,826,135.

## Gov't Edict Against Bldg. Catches Many With Their Plans Down

### 50% to Town for Pix

Film fans in this burg saw their first films on the Sabbath last Sunday (2), when the city held a special meeting of the City Council March 30, at which time deal was struck where the city would of theatres' Sunday operation receipts. A city tax of 3c per ticket on admissions, but this plan was ditched in favor of the split on Sunday receipts.

Under the regulations, theatres are allowed to operate from 1-7 a.m. Sundays in order not to conflict with worship services.

## Quotas Severer For 16m Films?

Washington, April 2.—Trouble for exhibitors was predicted last week by William Wells, chief of UNRRA's motion picture division. Wells forewarned the possibility of a quota, and the possibility of other barriers lifting the ban. He said they now plague the UNRRA product and that the quota probably extend even to documentaries, now more freely between countries.

Situation outlined by Wells was a problem in the hands of Metro and other studios which have been developing the narrow gauge of technicality for the foreign market. He said the quota would be developed for more extensively by the U. S. and that the quota would be put up to protect their own product. He said the quota would be put up to protect their own product.

Wells added that his experience with UNRRA films in 16m have proven that the quota would be silent pix, and that all must have sound tracks.

## Arthur Mayer Will Supervise MPAA's 7 16m Educational Pix

Appropriation of \$100,000 to make seven 16mm educational pictures was approved by the board of directors of the Motion Picture Association of America Friday (29). Arthur Mayer, operator of the Radio City Theatre, N. Y., who was very active in the War Activities Committee, was named chair of production of the films. He'll receive no salary.

Pictures will be for use in schools. A group of educators headed by Dr. Mark A. May, chief of the Division of Human Relations, Yale University, will supervise the subject matter and the production. The pictures have not been chosen as yet, but they will be determined, such as who will actually make the pictures, and where they will be produced.

The new Government order freezing construction of new theatres is held up on principle. The new order will hold up indefinitely in this territory new theatre projects. The new order will hold up indefinitely in this territory new theatre projects. The new order will hold up indefinitely in this territory new theatre projects.

Appropriation of the coin and naming of Mayer to head the setup of a follow-up of implied criticism by John H. Johnson, president of the National Association of Motion Pictures of the American Council on Education. In his capacity as president of the committee, the press took note of the picture that the organization had given the Council staff in 1945, but not one picture had even reached the shooting script stage at that time.

J. Robert Rubin, Metro v.p., who attended UNRRA's press conference, pointed out that this is the first grant of funds by the industry to development of educational pictures. Total appropriated is \$325,000.

While last week's Governmental edict against non-essential building of other than the repair and renovation of new theatres and refurbishing, alterations, increased capacities, etc., of other theatres, cost millions of dollars, a certain amount of work that is well under way may be completed by the end of the month. The hope among theatre operators.

Theatres under construction, however, are in a state of limbo. The pace to the amount which have not gone beyond the blueprint stage, including among major circuits and independents.

Paramount, biggest of the producer-distributor chains, has three new theatres under construction. Two of these are in Arizona, one in Tucson and one in Phoenix. It is believed these may be finished for delivery to the Richards & Mac-Nac partnership.

A third theatre is being built for Par at Miami Shores, Fla., by an investor who will lease the theatre to Par. Built at the instance house in Columbus & Jenkins, a new partnership.

Warner Bros. has a 16m picture, one of its new houses figure for the company. The company has had a long time to build new houses that are now in shyness. Some may never eventuate because of the Washington building freeze.

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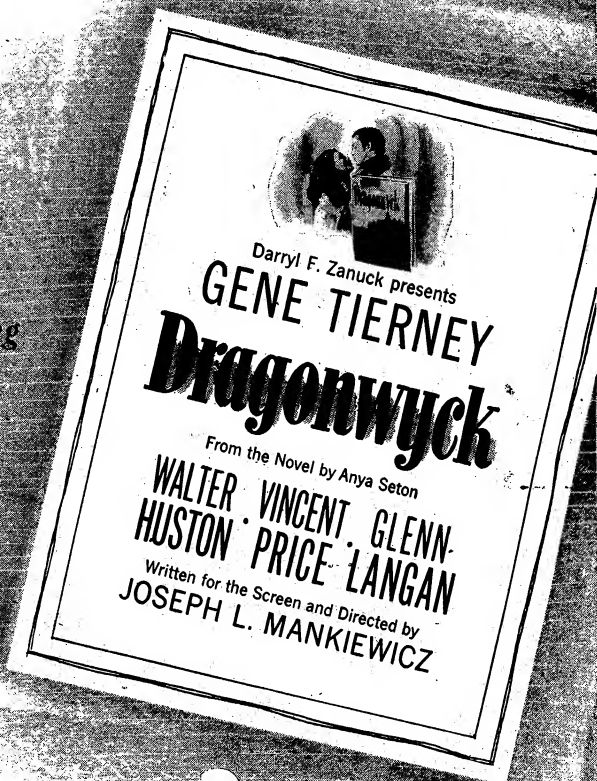
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# THE MOST SOUGHT-AFTER ATTRACTION FOR PRE-RELEASE HOLIDAY DATES IN 20th HISTORY!

*Set to Challenge  
the History-Making  
Records of "Leave  
Her To Heaven"—  
EASTER WEEK  
across the Nation!*



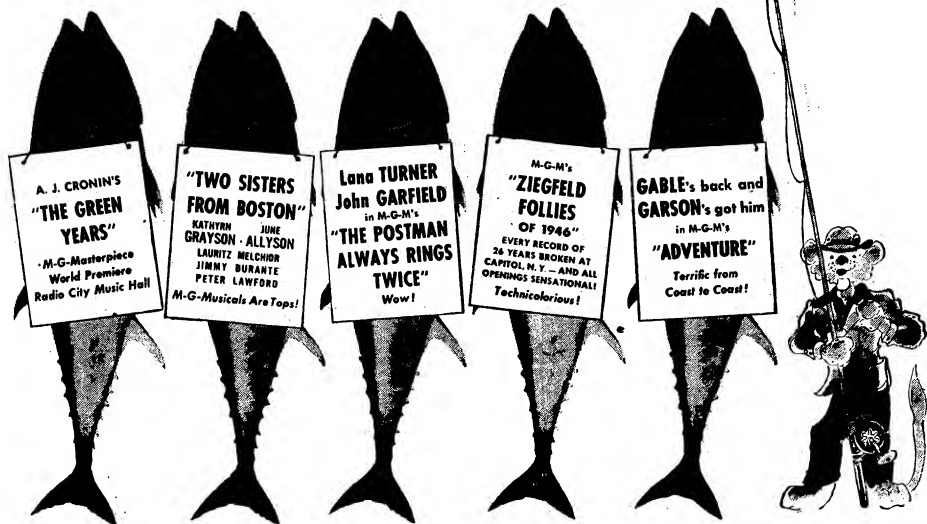
Same star! Same greatness! Same **20** Century Fox!



Don't  
waste your  
bait  
on Little  
Ones!



# THE BIG ONES COME FROM M\*G\*M!



# MPAA to Fight Censors

Continued from page 9

important in light of a growing feeling—as indicated in the story from Memphis in *Variety* a few weeks ago—that there is no use of newspapers or local organizations attempting to battle censorship in their towns because the industry gives them no support. They've begun to get the idea that distributors like disputes with censors is a means of getting added publicity and box office power for their pix.

## More Rigid Enforcement

As for increasing rigidity of enforcement of the production code, Johnston disclosed that Byron Price, MPAA v.p. on the Coast, and Joe Brecon, Production Code Administrator, for the past three weeks have been making personal calls at the studios to talk to writers, directors and producers. They have been, in effect, making a man-to-man plea for adherence to the rules in spirit as well as letter and explaining what is good for the industry and what is not good, as well as various particular points of the code.

Johnston and the visits will continue until all studios and key personnel have been covered. Another step he disclosed, is that more time is being given by the PCA to going over each piece of material submitted. There will be no more hurried run-throughs of scripts, he declared, but careful analyses, after which a PCA official will sit down with the producer and say: "Here are the things we don't want you to do." After that, just so there's no misunderstanding, the producer will get in writing what he has been told orally.

Scripts have been frequently declared okay, the MPAA press stated, only to find that the film has been made objectionable by introduction of "directional touches."

## "Too Much Prizing"

"In that connection," Johnston declared, "there has been altogether too much driving of the industry to the screen. It must be eliminated."

*A frustrated eagle, wingsore,  
Will chase Constellations no more  
With one power plant  
He naturally can't  
Compete with a bird that has four*

Lockheed Constellations offer greater speed, greater comfort, greater safety than any transport in service. Regular flights New York-Chicago, New York-Hollywood on TWA. Overseas via Pan American and TWA. Call airline or nearest travel agent.

Ask for the  
**CONSTELLATION**

Lockheed Aircraft Corporation, Burbank, California

character which is part of the plot or concept motivation. In *'Lost Weekend'*, for instance, there would be no objection to drinking, since it was an integral part of the picture, but otherwise I feel that complaints about excessive use of liquor on the screen are justified."

Admitting that mores have changed since the code was drawn up in 1930, Johnston said he did not feel it required any revision now. At any rate, he indicated, he is willing to go along with it as it is until time has more definitely demonstrated the need for changes.

Johnston said he contemplated no personnel switches in MPAA activities in Hollywood, Washington or New York, except some additions where new functions, never carried on before, would naturally require more help. An assistant to Brecon will be named; he said, to relieve him of some of the onerous duties which the code administrator is now operating.

As for the court fight against local censorship, Walter Wanger has instituted legal action in Atlanta on the ban against *'Scarlet Street'* there. Though industry observers feel however, that it is not practical to expect a single producer to fight a case all the way to the Supreme Court. Thus the industry-supported battle, hinted by Johnston, is welcomed. It is understood that MPAA legalites do not feel *'Scarlet Street'* the right picture for their test case. Waiting for the appearance of the proper film for the test is seen as possible behind Johnston's "90 to 90 days" statement.

## REP'S THIRD OATINTER

Hollywood, April 2. "Third picture in Republic's series of 'Magnaclone' westerns, titled *'Santa Fe Sunset'*, goes into work April 18 with Lou Gray as producer. Monte Hale and Adrian Booth will gallop into the sunset."

## Crosby 'Typed'?

Question of whether pictures with a Catholic background or slant aren't reaching the "saturation point" informally discussed by Legion of Decency officials in New York during the past week, has also been discussed by Bing Crosby. Crosby has been pictured as "Father O'Malley" in two top-productions, *'Going My Way'* and *'Bells of St. Mary's'*.

Mooring, recently posed the question of whether or not to make another such picture of the "saturation type" of the *'Crosby Answer'* was "Yes, but not for two or three years, at least." He said that the Legion of Decency, who produced the two Crosby pictures, is also fearful of getting "typed." He declared he won't do another for a long, long time. He wants to do a series of comedies.

## Legion of Decency

Continued from page 1

opset show that between November, 1944 and November, 1945, LD gave its "B" rating—objectively in public opinion—10 pictures. Of these, 15, to the present, "B" designations have been put on 25 pictures. Thus, if the present rate continues, by the year will be about 80 objectionable films, or almost twice the number of last year.

Mooring told the LD board chairman that "current production schedules give little hope of improvement in most of the pictures in the pipeline." Among films coming up, he said, were a number to be made "in the face of doubt as to their future." Reference here no doubt was to such best-sellers as *'Forever Amber'*, currently being filmed by 20th Fox.

## Prize for Joe Brecon

Both McClafferty and Mooring expressed satisfaction to *Variety* with the industry's present Production Code and had high praise of its administration by Joe Brecon. They said they saw no need for changes in the code or personnel if producers "would just toe the line."

Mooring's explanation: "In the Catholic film toppers for the alleged trend to immorality was the Legion of Decency has been just deluged with questionable material recently and, in the rush, some bad pictures have been allowed to get by. "The end of the war," Mooring explained, "found the studios stymied for stories with a punch. Immorality had become used to pictures of a sort of physical violence and, in the search for material to be shown in the war times, Hollywood turned from physical violence to violence of the human spirit. Thus we have gotten pictures that are immoral, unmanly and culturally violent."

"Objections to pictures now are of a much graver nature than formerly. It's not the routine of bare legs and low-cut gowns, but offenses against basic morality."

"Quibbiermal" and "Stock" Mooring cited in his confab *'Diary of a Chambermaid'* (UA) as the "perfect example of what a picture should not be." He said that Ben Bogacua-Paulett-Goddard-Brown Meredith production contained just about every offense against morality in the Legion's book. It also registered objection to 20th Fox psychiatric thriller *'Shock'*.

Discussions within the Catholic hierarchy have also been held. Mooring said, regarding criticism within and without the industry that there have been too many pictures rated as immoral by the Legion of Decency. He admitted that a "saturation point" might be reached, but didn't think there was any immediate danger of that.

"In any case," Mooring stated, "the attitude of the church will remain the same." The Catholics have never asked that a picture be made about them and probably never will. In every instance the initiation has been on the part of the producer.

Furthermore, he has recently done a lot of research which shows there has been much more reference to Protestant religions than Catholicism in pictures. It's just that the Catholics' mentions are remembered more, since the Catholic ritual is so much more dramatic than that of any other faith.

"In addition, pictures often show an actor making the sign of the cross. That's just a convenient dramatic device—and no other religion happens to have a similar one—by which a director can indicate that the character is a Christian or that

he is religious. The Catholic angle is entirely secondary."

"As a matter of fact," Mooring concluded, "There has never really been a 'Catholic' picture made. They've just been built around Catholic characters. There has never been a bit of Catholic dogma on the screen. That hasn't been the case of Protestantism."

Continuation of pictures with Catholic background was written by Mooring in *'Risen Soldier'*, being prepared by Metro from a novelization by John Brown and Cardinal Spellman. Mooring said this short piece did not originally pertain to any particular religion, but it drew a parallel between the death of Christ and the death of a soldier on the battlefield to make mothers who had lost sons feel better. As it is being written for the screen, however, it will have a Catholic slant, which is entirely of Metro's own instigation, Mooring said.

## Story Prods. People Converging on N. Y.

Armand Deutsch, head of Story Productions, is slated to arrive in New York from the Coast next week (4), date of publication of Taylor Caldwell's *'This Side of Innocence'*, scheduled in the outfit's film. Deutsch has been working in Hollywood on studio space and other production details.

Miss Caldwell and her husband, Marcus Rebek, are likewise to be in New York for press and radio interviews set up to coincide with publication date. Miss Caldwell will also go over the screen treatment, which has just been completed.

Hal Moore, chairman of the board of SP, is shopping in Chicago and Cleveland, but this week on publicity contacts.

## LENORE ULRIC TO INT'L

Hollywood, April 2. International signed Lenore Ulric for a featured role in *'Bell, Donna'*, which goes to lat April 15 on the Universal lot. Irving Pichel will direct. Merle Oberon playing the top female role.

## 86 Summonses Issued For Kid Violations in N. Y. C.

As a result of a survey by 30 inspectors on the manner by which picture houses were handling children's admissions, a total of 86 summonses have been issued by the N. Y. City Department of Licenses for law violations. Executive hearings will be held by the department today (Wednesday).

Necessity for the survey was highlighted by the one-week suspension of the children's admission license of the Delancy theatre where defective fire doors, located adjacent to the kitchen section, were found tied together with cord. Last week, moreover, the department instantly suspended the operation of the Universal theatre in the Bowers for repeated law violation.

Under the city charter and administrative code, the Department of Licenses has power to issue and require 80 different types of licenses for 55 kinds of business, trades, occupations. Under a master plan formulated by License Commissioner Ben Friedman, the department is now conducting individual city-wide surveys of its relationship to each kind of enterprise represented by the 55 types of business. A timetable chart has already been adopted and the results of each survey will be announced after its completion. Probable moves scheduled for surveys include the department's completed on motion picture theatres, are practices of ticket and employment agencies, peddlars and sanitary conditions in hand laundries.

**Fire Marshall's Warning** Philadelphia, April 2.

Fire Marshall George J. Gallagher last week issued a warning to Philly exhibitors that they must keep away from his office before installing certain counters, popcorn machines, liquid refrigerators, etc. Gallagher warned exhibitors to remove all devices or equipment installed without his approval. Unless they abide by this rule, he warned, they may have their theatre license revoked.

## New York Theatres

**Ida LUPINO • Paul HENREID**  
**Olivia De HAVILLAND**  
**Sydney GREENSTREET**

In Warner Bros. Hit  
**"DEVOTION"**

In Fox  
**LOUIS PRIMA**  
And His Orchestra  
**B'way at 5th St. STRAND**

**Gary COOPER**

**Ingrid BERGMAN**

EDNA FERRER'S

**"SARATOGA TRUNK"**

Warner's Biggest With Flare Robson

Continuation  
of Fox Picture Hollywood At Broadway

**M-G-M's**  
**ZIEGFELD**  
**FOLLIES**  
In Technicolor  
**CAPITOL**

In PERSON  
**LAVERNE**  
**CAUGAT**  
And  
**ANNETTE STONE**  
**"DOLL FACE"**  
Ph. in Warner's "LITTLE QUARTER REVIEW"  
Ph. in Warner's "LITTLE QUARTER REVIEW"  
Ph. in Warner's "LITTLE QUARTER REVIEW"  
**THE RED CROSS ROXIE**

**NOW AT THE ROXY**

**2ND WEEK**

**NIGHT CLUB BOOM**

**IN NEW YORK CITY**

**BING CROSBY BOB HOPE**

**"BONNY LAMOUR"**

In "ROAD TO UTOPIA"

In Person—Benny Goodman

**PARAMOUNT**

**ON SCREEN**

**IN PERSON**

**KITTY CARLISLE**

Ph. in Warner's "LITTLE QUARTER REVIEW"

Ph. in Warner's "LITTLE QUARTER REVIEW"

Ph. in Warner's "LITTLE QUARTER REVIEW"

Ph. in Warner's "LITTLE QUARTER REVIEW"

Ph. in Warner's "LITTLE QUARTER REVIEW"

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Ph. in Warner's "LITTLE QUARTER REVIEW"

**INGRID BERGMAN**  
**GREGORY PECK**  
in ALFRED HITCHCOCK'S  
**SPELLBOUND**  
**ASTOR**

**Rebecca**  
LAURENCE OLIVER • JOAN FONTANA  
**VICTORIA**

**PALACE**

**SUSAN HAYWARD**

**BILL WILLIAMS**

**"Deadline at Dawn"**

A New Metro Picture

**"KITTY"**

A MICHAEL KLINEN Production

**RIVOLI**

**"KITTY"**

**"KITTY"**

**"KITTY"**

**"KITTY"**

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**"KITTY"**

## New TAC Label

Continued from page 9

Fifteen regional vicepres were also named. Officers are to serve on a non-paying basis. Conventions will carry on public relations committee, advertising, and other educational activities. Mayers will be named chief and will also serve in a non-salary capacity.

Constitution adopted this morning. It gave a directorate appointed according to state population. States with less than 1,000,000 population will have one director; 1,000,000 to 2,000,000, two directors; 2,000,000 to 3,000,000, three directors. Provision states, however, that only one director from the last category can be a member of an affiliated circuit. Convention reportedly inserted the provision in an effort to show the indie exists that they would not be dominated in any way by the major circuits.

### Board's Exec Committee

Directorate is to choose an executive committee to run the organization. Committee will consist of one president, vicepres and 20 members elected as the board orders. Again, however, not more than five of the members are to be from affiliated circuits.

As the convention of the Theatre Activities Committee closed Monday (1) with some 200 delegates, the keynote speeches of S. Fabian, indie committee chairman, and Ted Gamble, convention chairman, sought answer to multitudes charged by TAC enemies and simultaneously enlisted support of exhibitors in setting up a national theatre organization. With this in mind, Fabian disavowed any intention to deprive individual exhibitors of the right to operate their own business in their own best interests. TAC would not dominate intra-industry matters, clearances or trade practices; nor "give away our screens"; nor "conflict with efficient national, state and city exhib organizations now functioning," he stressed.

Gamble, also post-shooting at criticism, denied claim TAC was a device for charity drives and any Government flood of films. Industry is beset with multitudes charity drives because there is no clearing house to pass on such requests, he said. In the absence of a national organization, it's perfectly proper to turn to the same industry leader and ask him to handle a drive. The individual doesn't want the responsibility of turning down a request. TAC could be the answer but "if you don't solve this problem we ought to be asked to conduct a dozen campaigns yearly," Gamble declared.

### Rush of Gov't Films

Turning to Government films, Gamble predicted a flood of Government agencies who were already proceeding to make films "without consulting a single theatre owner." TAC is not a "namby-pamby organization vulnerable to every Government request," he said. WAC knocked down a hundred such proposals and TAC would do the same, he asserted. "Our doors are open to discuss Government films but we must preserve freedom of action on them."

Fabian stated theatres "still suffer from inheritance of day of strolling players, carnivals, circuses, troupes, the irresponsibles and the racket-minded drawn to our business quick pack." He detailed a proposal to improve public relations, including participation in charity drives, in which TAC would act as "planning agency" and merely a group of convenient collection plates for others to use. He also suggested cooperation with Government on films, industry charities, establishment of awardships, institutional advertising; awards to citizens for outstanding contributions to peace, science, and art; to writers for outstanding stories and to producers for best films.

### Taxes, Censorship, Etc.

Second main point, Fabian noted, is the need for one theatre group to combat extortionate taxes because "the theatre offers convenient and relatively hidden route for politicians to 'lap pocket' books of the people."

## Position Wanted

WIFE OF FARMER, of private life. Wife is fine cook and housekeeper. Husband experienced superintendent, warfare and poultry man. Also well skilled. Married. References. Write Box 2007, Variety, 125 West 46th Street, New York 20, N. Y.

## 20TH'S 'A' PIX ONLY: 'B'S' FROM OUTSIDERS

Hollywood, April 2. New policy announced by 20th-Fox for production of "A" pictures only, although the company will continue to distribute "B" product made by outside producers, as with Edward Alpinson and Sol Wurtzel. Final action on the policy awaits the arrival of Spyro Skouras, company proxy, from London. Meanwhile Bryan Toy, in charge of "B" production, is reported leaving the lot to become an indie producer. His contract still has six months to run.

## Enterprise Booms

### Into Action With Complete Setup

Hollywood, April 2. Starting its fifth week of operations, Enterprise Productions announced a complete organization of department chiefs, in addition to the purchase of a studio and plans for the production of 10 pictures annually. New company, with Charles Einfeld as proxy and David Louis as chairman of the board, now has producers David Lewis on "Arch of Triumph," Harry Sherman on "Banned," and Wolfgang Reinhardt on a still untitled pic.

Reminder of the company's roster consists of David Einfeld and Colin Miller, assistants to Einfeld; Marion Avery Duran, story department chief; and Bella Joseph, assistant. William E. Selwyn, talent director; Ned Lambert, wardrobe supervisor; Joseph C. Gilpin, studio and production manager; Mike Gordon, props chief; William Garrett, drapery head; Bob Russell, transportation manager; Harry Ward, head projectionist; Albert Vondran, grip foreman; Ben Volnering, labor foreman; Carl Shirey, electric foreman; Archie Hall, mill superintendent; C. J. Petraitis, paint foreman; L. J. Croushaw, mill foreman; R. L. Davis, carpenter foreman; and Stanley Love, comptroller.

## Prof. Bob Gessner West On M.P. College Courses

Prof. Robert Gessner, chief of the motion picture course at New York University, now on leave from Hollywood today (Wed.) to consult with Burgess Meredith agent office, directors and policy of the newly incorporated Motion Picture Foundation for Colleges and Universities. Meredith will probably become president thereof, with Gessner as director.

## Theatre Collections

Continued from page 9

committee in accordance with their local needs or desires, signifying that an individual exhibit would be permitted to carry on a drive in its own theatre if approached by a local organization for help.

Committee that drew up the resolution passed today sat up until after midnight yesterday (Monday) in an effort to iron out the wording of the decision. Resolution, read to the assembled delegates today, received only three opposing votes and gained much applause.

Consensus of the exhibitors attending the meet was that their patrons were becoming increasingly impatient of fund collections and have not been averse to expressing their resentment in active terms. Several exhibitors reported that the recent Red Cross drive drew boxes in their theatres when the special Red Cross trailer was flashed on the screen. Exhibits said that many of their customers walked out before the collection plates were passed and others reported that they had collected only about one-third of the total taken in during the preceding March of funds campaign.

## Ramond's RKO Chore

Hollywood, April 2. RKO has inked Gene Raymond as male star in "Wild Nature Wanted," slated to start this month. Picture will be Raymond's first after four years as a major in the Army Air Force.

## Battle of the Bulbs

Continued from page 1

forced him to don the glasses. Reason: "It endangers life and limb," by jamming traffic.

But the very next day, Douglas Leigh announced his latest super-colossal is all contracted for a May preem on behalf of Super Suds (William Esty is the ad agency). There will be a soapbox 1,000-feet square. Giant soap bubbles will go floating into the air, and they'll be colored with special lighting effects.

Legal labels at once lined up on both sides. If soap bubbles, why not cartoons?

As of yesterday (Tues.), Thompson was waiting for further word from the police dept. He was willing to cut his show to four minutes, but he insisted he had a right to show his cartoons. He said he had several sponsors interested to fund the sign as soon as he gets over the legal hump.

Leigh just stood pat. He is preparing still something else: A diagram of plastic bottles, glasses and surprise—bubbles. But these will not be soap. They'll be gingerale. Sponsor will be Canada Dry.

## DEAN ON 'HAYRIDE'

Hollywood, April 2.

PFC handed Eddie Dean the male lead opposite Martha O'Driscoll in "Missouri Musical" will be produced and directed by Josef Berne.

## N. Central Allied Okays Divorcement: Will Fight Distributor % 'Muscling'

Minneapolis, April 2.

North Central Allied, independent exhibitors' organization, in convention here, went on record to press for theatre divorcement through national and state legislation if decontrol in the industry monopoly suit fails to order it. Action was taken after Pres Bonnie Berger declared that producer-theatre ownership is the "root of the industry's evils."

Body also pledged itself to a "fifth fight" against compulsory percentage following Berger's charge that distributors have "muscled" in on exhibitors as "partners" through percentage, without making any investment.

It was decided that if distributors attempt to send in auditors to check percentage pictures, as is being done in some other territories, North Central Allied will "retaliate" and "go to the laund's highest law court for a showdown."

### Distributors "Grab" Credit

Expressing resentment because distributors have been trying to take "entire" credit for the industry's accomplishments in raising funds for worthy causes, the body charged "this in line with their plans to keep the independent exhibitors in bondage."

The body also disapproved of the Theatre Activities Committee charging it is distributor-controlled, and refused to send delegates to the St. Louis meeting. Area, however, will be represented by John J. Fried, Minnesota Amusement Company proxy.

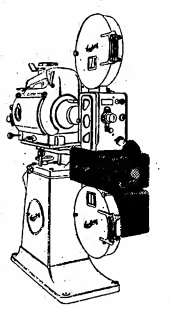
Organization will use its influence to effect immediate discontinuance of Federal 10% war admission tax, and will fight proposed state and local amusement admission tax. Threat was made to "blow up" popcorn machines and candy counters if distributors attempt to cut in on their profits.

Ted Bolinick, general manager of new non-profit buying and booking combine, comprising five of the territory's largest indie circuits, declared that combines, of which there now are four here, all started up last year, should help to "hold line" and check "present disease" of high percentage for a showdown.

Convention condemned distributors' practice of licensing film for showing in competition with established houses. A resolution declared "film pictures are rapidly encroaching on possibilities of legitimate theatres."

Berger was reelected president and given a vote of confidence.

# presenting THE POST-WAR MASTER SOUND SYSTEM\* SOUND SYSTEMS\*

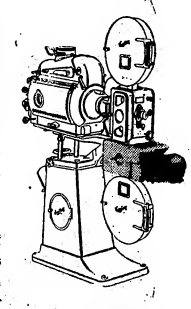


**WESTREX MASTER**

The post-war Westrex MASTER Sound System supersedes the pre-war Mirrophonic Master Sound System for larger theatres. It is designed for easy adaptation in the field to probable Hollywood developments such as automatic volume control and multi-track sound.

The post-war Westrex STANDARD Sound System is especially built to bring high quality sound to smaller theatres.

\*For sale outside the United States.



**WESTREX STANDARD**

The first of our tremendous backlog of foreign orders are now being filled from regular factory production.

**Westrex Corporation**  
FORMERLY  
**Western Electric Export Corporation**

111 EIGHTH AVENUE, NEW YORK 11, N. Y.



# Nets Give UNO Voices Brusheroo. While Indies Cover Like a Tent; Failure Hypothes New Station Plans

By SAUL CARSON

United Nations Organization officials are burned up about the handling given the UNO by the four major networks in the U.S., and the move for a UNO-owned-and-operated radio station has been hyped feverishly by the record shown by the networks.

A breakdown of the network logs, weighed against the logs of a number of independent radio stations in New York, shows that the weeks gave the UNO the merry brusheroo. In spite of the fact that each net had its own booth—whereas the Indies were crowded on a sharing arrangement.

Last week alone, the Indies in New York gave up a total of at least \$100,000 worth of commercial time for broadcasts directly from the Security Council chamber of the UNO. This estimate does not include the city-owned WNYC which, while doing an outstanding job with the UNO, is not thereby sacrificing any money, since the station had no commercial programs.

As against that record, the only major net station that did any kind of a job at all was WEAZ, NBC affiliate and that, too, in poor performance, "way ahead of the work done by the web as a whole."

On the most exciting day—Wednesday, April 17, when the UNO was pressed and Russian Ambassador Gromyko walked out of the Security Council Chamber—WEAZ was on all the way through, starting at 3:13 p.m. and ending at 6:47 p.m. On Monday and Tuesday, however, WEAZ did not carry any voices directly from the Council chamber. The NBC net carried none of the delegates' voices on the first two days, Monday and Tuesday; and a total of only 73 minutes on Wednesday.

CBS carried the various opening speeches on Monday night at 1:30 p.m. It carried no direct Council votes on the following two days. On Tuesday the opening day gave 10 minutes to Sec. of the UN, and 35 minutes to Council proceedings (interspersed by gabbers) on Tuesday, and 30 minutes on Wednesday.

Monday carried the full proceedings from the Council chamber on the opening day, ignored that same on Tuesday, and gave the Security Council speeches a total of 30 minutes on Wednesday, including a 15-minute playback starting at 11:30 p.m.

WOR, Mutual, N.Y., flagship, gave all of Monday's UNO news, three five-minute periods on Tuesday, and a total of 115 minutes on Wednesday, including a half-hour playback from 11:35 p.m.

Against those figures, WNYC gave

(Continued on page 40)

## Bob Allen Snow's 'Prediction' Snarl

Robert S. Allen, who pre-war was collaborator with Drew Pearson in authorship of the "Washington Merry-Go-Round" before his move into political column, is now planning a 15-minute commentary show on his own.

The move may precipitate legal fireworks. For the Allen firm is said to include in its preliminary future sequence aimed at out-predicting Pearson's predictions. Later, reportedly after making use of legal action if Allen rides solo on his "Prediction" technique.

The Allen-Snow team split up when war broke out, Allen going overseas. He was subsequently closely identified with the late Gen. Patton.

## Mullen's N.Y.U. Reprise

Frank Mullen, NBC exec vicepres and gen. mgr., will be the opening guest speaker at the New Summer Workshop. It's his fourth annual appearance for the N.Y.U. course, which is again under the direction of Robert J. Landry of CBS.

Earle McGill, Arnold Michels and Louis Goldstein are also expected to be on the Workshop faculty for 1946.

## Showmanagement Assist

Vauzer's announcement of a Showmanagement award to the Office of Inter-American Affairs for its work last year, therefore it became part of the present State Dept. (shortwave setup) will be presented by William Benton, Asst. Sec. of State, to the Congressional Committee on the Government and Purchases on the grounds that the award shows radio trade approval of at least part of his program.

The State Dept.'s shortwave, meanwhile, planned to win the award in another way. It's now wrapping up a special half-hour dramatic show, titled "The State Dept. in the Stars," to be part of its Radioteatro Americana beamed to Latin America. Vauzer's entire Showmanagement issue will be dramatized, and dubbings will give examples of outstanding radio work in awards. The narrator will use as his commentary the "Ballad of the Stars" by James Jones, Radio Editor of Variety.

Earle McGill will direct the show, which is being planned by Mace Delgado and Joseph Liss.

## Temple Sets 1st Philly Air School

Philadelphia, April 2.

The first radio school in any college in the Philly area will be inaugurated this September at Temple University.

The school will be operated in conjunction with WFIL, which will include courses in all phases of radio and television. Course will take four years and the school will award degrees of Bachelor of Science in Radio to graduates. In addition, courses in radio will be offered as electives to all students.

The school will be run on a co-op basis between Temple and WFIL with the station equipping studios and laboratories at the college.

Announcing the founding of the radio school, Roger W. Clipp, general manager of WFIL, and Dr. Robert L. Lewis, president of Temple, said they were looking for a man with an all-around radio background to be its dean.

Much of the "laboratory work" in the school, according to Clipp, will be writing and production of shows for agencies like the Salvation Army, Red Cross, War Chest and similar agencies.

Dr. Johnson, who was vice-president of Time-Life-Fortune select before coming to Temple, said the importance of radio and video as methods of communication has made it imperative for the future of radio and television and radio industry to have a constant flow of adequately trained graduates. Temple's new school, he said, can continue to render "highest service to the community."

## Oil Bankroll Turns

### Down K. Delmar's Show

Gulf Oil has nixed the Kenny Delmar half-hour audience participation show. "Don't Make Me Laugh," which it recently auditioned.

As result, Gulf is still shopping for a new package, reportedly the next season's successor to the Sunday night "We The People" show. Young & Rubicam is the agency.

## Fulton Lewis' Coast Sponsor

Mullen has lined up a new sponsor for his new package, "The New Summer Workshop," a weekly west-coast affiliated Don Lec network. Sponsor is Del E. Webb Productions, with Western Air conditioning Agency, of Hollywood, as agency involved.

Lewis' new record over 100 MBS stations, is Mullen's largest selling co-op.



Two in a Row!  
**HUGH B. TERRY**  
KLZ's 1945 Variety award for "Two in a Row Radio Station" follows its 1944 award for "Outstanding Program Originator."  
**KLZ, Denver.**

## Millennium Hits Cause' Flacks Thanks to FCC

The blast by the FCC recent decision among outlets in their public service duties has proved a boon for fund raising outlets. Organizations like the Red Cross, Salvation Army, etc., are getting the greatest with-open-arms reception when they approach station execs for free time.

A radio publicity director for one of the recent drives had this experience: One big-time outlet in a city refused to give time to crack for a campaign program. While every other station in the city had acquiesced, this particular outlet gave the radio man the "no time available routine." But the day after the FCC report was made public, the program director of the station called the campaign headquarters and would give the campaign publicity man "plenty" come over and work out a schedule for free time for the rest of the drive's duration.

Similar experience is being reported all over the country by charity and public personnel, and the FCC has made their jobs a cinch in this respect. Other public service groups are getting the benefit of the change-over on the part of stations.

Some execs, however, believe this points up the need for a clearing house in each city to okay worthy public service requests, as the bend-over-backwards help. Feeling among broadcasters makes them a little afraid of phony groups, but being accused of failing out from their public service duties, station officials may find their facilities being used by charity racketeers.

## GODFREY OFF CBS NET, KEEPS NY, DC LOCALS

The Arthur Godfrey morning concert show on CBS is being taken off after the April 28 broadcast. CBS has been trying to sell Godfrey's show as a counterweight to Sighy Hillman himself. If that accepts—and he's expected to decide—then the ACWA is likely to enter the labor-radio acceptance.

Godfrey, currently in the "Three to Get Ready" show on CBS, will continue, of course, with his early morning WABC in N.Y. show and his WTOP (Washington) program.

## Truthful Trudy' Audition

For Biow Agency on Coast

Milton Biow is picking up the tab for an audition on the Coast of "Truthful Trudy" which is being offered by Bill Rosenau but not official act for Biow. It's a situation comedy piece featuring eight-year-old actress Aimee Ames and "Charles Dingle."

There's speculation whether or not Biow has a new package in the works for Philip Morris "Holiday," the Abe Burrows show which is rumored to be a comedy. Despite decision on "Holiday" offer will probably be reached next week.

# Columbus Institute's Star Studded Agenda Tackling Racial, Other Issues

## 'Aces' 112G Net

Goodman Ace, who's getting 40% of the gross on his "Easy Aces" transcriptions sold by Fred W. Ziv office, was reported last week to have netted close to \$112,000 for this year. The show is a hit.

The Ace platters are now on more than 100 stations.

## BMB Snags 721 Starting Subs

With April the deadline for station subscription to the BMB audience report for this year, the Broadcast Measurement Bureau got a total of 721 subscriptions, plus all four outlet networks.

These stations will be included in the station audience data in BMB's new audience report to be distributed to advertisers and agencies.

In four districts, deadlines were extended, by vote of the BMB directors, to the closing date of the next NAB district meeting. That was done to give the stations in those areas time to see and hear the BMB presentations.

Areas included in the extension, by location and dates of the NAB district meetings, are: District 4, Virginia Beach, April 11-12; District 5, New York City, April 24-26; No. 5, Pensacola, April 29-30; No. 1, Boston, May 13-14; and No. 3, Philadelphia, May 16-17.

## Amalgamated Seeking 'Know-How' Consultant In Radio Sweepstakes

The Amalgamated Clothing Workers of America is seeking a prominent radio man in New York, identified with successful commercial shows, to act as a "know-how" consultant to the union, which is fully oriented in various phases of radio operation, as its chief consultant.

ACWA has been relatively quiet in announcing its radio plans, in comparison with two other powerful unions—the International Ladies Garment Workers Union and the United Automobile Workers of America.

IAU, through its newly elected president, Arthur R. Rutherford, has been invited to be radio. Rutherford has been in touch with people in radio several years, and "knows his way around" the industry. The IAUW has Morris Novak, former WABC radio host, as its chief consultant. But the ACWA, third big union involved in FM applications before the FCC, has been holding its purchases pending agreement with a top radioite as consultant.

One such man was known to have been approached officially on behalf of the ACWA, with a mandate from Sidney Hillman himself. If that accepts—and he's expected to decide—then the ACWA is likely to enter the labor-radio acceptance.

## Tommy Riggs for Simms, 'Rogue' for Daley as Subs

Two more summer shows are under the wire last week in the mid-platter race. Tommy Riggs brings back his "Tommy Riggs" show in full 11 weeks for Gimmy Simms in the Boston slot. Charles Van Dusen is expected to be successful in CBS but will not handle the broadcast.

Dick Powell's "Rogues Gallery" now on Mutual for Piff, is slated to move into mid Sunday NBC spot for the new sponsor when Cass Daley vacates.

## Peck's PM Radio Column

Seymour Peck, of the PM (N.Y.) drama dept., has been named to take over the radio slot on the Peck.

Peck succeeds Dr. Levin, who resumes as promotion mgr. under an expanded program campaign now under way.

Wednesday, April 3, 1946

# Agenda being set up for the annual Institute for Education by Radio at Columbus in May indicates that the forthcoming conference will be one of the vital issues confronting radio and its responsibility. Interest in the Institute is probably at an all-time peak this year, after a 1945 layoff, with an anticipated record Lee will speak on "Newspapers as Radio Talent." Oboler will talk on "What a Writer Can Do," and Welles on "What a Communicator Can Do." Frank Sinatra will discuss "Utilizing Entertainment Programs" and Ed Arnold will discuss "The Art of the Writer's Board." Will keynote a "What of the Future?" discussion.

Dr. E. W. Rabin, of the Philadelphia Fellowship Commission, will talk on "Utilizing Specific Radio Programs for Educational Purposes," while the whole problem has been depicted by Frank Tracer, and to the president of the National Conference of Christians and Jews.

## Interest Perks In CCNY Institute

There appears to be more interest this year than a year ago among radioites in New York, in the annual Radio and Business Conference, to be conducted by the School of Business of City College of New York.

This year's confab is the second one, like last year's, is being run by Prof. Robert A. Love. Unlike last year, however, the confab is being run by radio circles felt the powwow was not worth much serious attention, there's a better feeling about the CCNY radio unit.

One of the plans that's attracting a good deal of attention is a big luncheon, to be held on Wednesday, May 1, second day of the conference. That panel will examine the veterans' chance for employment in radio, a subject that's bothering a lot of people in the trade as well as the public.

Preliminary plans for that session call for participation by station and network people, veterans, and radio executives. The session will include programming, writing, announcing, public relations, research, sales, publicity and promotion, talent, production, casting, engineering, sound, women's activities and advertising agency work.

In connection with the veterans' employment panel, other schools have been invited to demonstrate their work. Veterans' organizations have been invited to read reps who will meet privately with the speakers on various phases of the radio business.

Several other sessions planned will be on the FCC's report blasting radio programming and over-commercialization, and the impact of the report on radio program standards and their observance, and a session on the impact of the FCC on the general increase in the number of radio stations throughout the country.

Guest speakers will include, lunchtime, afternoon and at dinner on both days. At the dinner may be a presentation of the confab, he made to sponsors, ad agencies, program producers, and radio stations and nets.

## Writers' Board Continues; Sets Up Radio Committee

The Writers' Board is not fiddling as originally planned, but will continue under a new name and new activity with a midweek Manhattan office. The board will meet once monthly.

A new radio committee is now in the process of formation. The board is expected to be a stimulating the healthy or negative aspects of programs treating with racial or ethnic problems. The committee's first attracted nationwide attention.







# WOR Reports Shows Nielsen Gadget Does A But Croon Nail Anthem

With the A. C. Nielsen radio index service to the forefront as a result of Nielsen's full cooperation with the new York Radio Executive Club recently, Variety got the full view last week of what a new measurement is doing for WOR, N. Y.

Researchers may argue about the need for a new index, or for the need for as many types of figures as shown by Nielsen. But the fact remains that, for quantity of figures alone, the tables and charts resulting from reading the Nielsen audimeter—compared to a Hooper count piece as a 50,000-wattler to a backwards coffeepot.

As for WOR—Mullins' eastern flagship—is paying over \$5,000 a year for the Nielsen service, as against \$3,800 for Hooper, and considering the difference in money well spent.

The Hooper service in the N. Y. area covers six counties with a total of 320,532 radio homes (as of the NAB's figures for Oct. 1943). Nielsen's N. Y. area, on the other hand, covers 10 counties in the states of New York, Pennsylvania, Connecticut and New Jersey, with a total of 4,450,000 radio homes.

Against the Hooper checks made in a different group of homes each 15 minutes and reaching telephone homes only, the Nielsen Radio Index records automatically, on a 24-hour basis, the day and night hours of the homes in the area with a total of 380 radio sets.

**What Reports Shows**  
The report to WOR shows the number of days per week listened to the station, and to all other stations in the area. It is broken down from 6 a. m. to midnight, and day-and-night combined. It shows the number of hours tuned in by the average radio listener during a given day.

One can see from the charts the number of radio homes tuned to each station in the area at least once in any given day or week. And one can see the average amount of time each home tuned to any station.

The charts show total listening at any given 15-minute period, and they trace the flow of audience from the station to another. For instance, they show that on one Sunday night in October, a total of 2,125,000 radio homes in the area (where there are 4,450,000 radio homes) were tuned in to all stations. The number of listeners in the area (where there are 4,450,000 radio homes) were tuned in to all stations. The number of listeners in the area (where there are 4,450,000 radio homes) were tuned in to all stations.

There are only a few examples of what the Nielsen charts compiled for WOR show.

WOR execs feel they are getting their money's worth out of the NRI. The statistic, however, they don't intend to drop the Hooper service. The Pulse (which costs them \$180 a week) or membership in CAB (costing \$750 a year).

**Elliot, Faye Roosevelt Pacted for Scrivens**  
**'At Home' Air Series**  
Ray Green is packaging a show titled "At Home with Elliot and Faye Roosevelt," using the late President's son and daughter-in-law in a quarter-hour at-home home, with their Hyde Park, N. Y. cottage as setting.

Series is a transcription set of 130 shows for a five-to-six-hour slot for 26 weeks. Pair will have a radio call-in on each week day, to include James Doohan and others. First player will be released for broadcast with Hildegarde as first guest. Writing May 15. Lillian Schoen is writing it.

## New Paul Pays Pierre

Pittsburgh, April 2.  
For some time, Johnny Boyer, AKA speller, had the Peter Paul, Randy news account on local Westinghouse station. Recently agency dropped Boyer, not because he was dissatisfied with him, but because sponsor wanted Pierre Paulin. He was intrigued with the alternative idea of announcement "Peter Paul presents Pierre Paulin."

## Emily Holt Exits AFRA After Kicks By 9 Loca Reps

Emily Holt, national executive secretary of American Federation of Radio Artists for eight years, resigned suddenly Monday (1).

The resignation was the climax of a week-end of meetings held at an AFRA headquarters in New York. It was the result of a vote of 9 representatives of nine local demands change in the organization's constitution.

A special meeting of the AFRA national board has been called for tomorrow (Thursday) to plan for the election of Mrs. Holt's successor. Meanwhile, George Heller, as associate secretary and treasurer of the national organization (as well as secy. of the N. Y. chapter) is carrying on as executive head.

AFRA missed its convention last year, in reference to Government requests for a minimum travel, and has scheduled a national convention for this year, in August, at Los Angeles. Meanwhile, however, local all over the country, it said, have been complaining about the way they have been brushed off. Some have blamed the national office for what they say is an unusually low scale in some localities and for other alleged abuses.

While the going on at the "convention" have been closely guarded, it's understood that many of the delegates leveled most of their criticism against Mrs. Holt. She, however, refused to take the blame and, when things came to a shutoff offered to drop out.

After she had already resigned, Mrs. Holt refused to make her step public. She said the delegates had gathered "to discuss purely internal matters, exchange information," etc.

She small locals, and their reps, included: Chicago, which sent Ray Jones to New York; St. Louis, Nellie Booth; Washington, D. C., Gunter B. Kohn; New York, Sam Levine, and Lee Vickers; Cincinnati, Andre Carlson; Cleveland, A. I. Dayer, Jr.; New York, Fred S. Green; Detroit, Carl Ericson, Austin Grant, and Boaz Siegel; Chicago (one of the delegates in the country) was James and Virginia Vayle; Boston, William Mezger, and Frank Reel; and delegates from Pittsburgh to Pierre Paulin and Florence Sande.

**MORGAN SHOW SETS NEW HIGH IN SCRIPT BUDGET**  
Hollywood, April 2.  
New high in radio script budgets is set to be enmarked for the new Frank Morgan show for Fall Mail. The show, which is being produced as head writer, is reported drawing \$3,000 for himself and another \$1,500 for his script.

A "united front" of showbusiness labor unions and writers' organizations is shaping up in opposition to the anti-Petrillo legislation already adopted by a House-Senate conference in Washington, re-passed in the House, and fairly certain to get the nod when it comes up in the Senate. If the bill passes the Senate, the heat is certain to be turned in the direction of President Truman with broad-leaver, and possibly industry requests, for a veto.

Included in the group of unions intended to fight the anti-Petrillo legislation—in addition to the American Federation of Musicians, James C. Aronson, American Guild of Variety Artists, Chorus Equity,

**Bitter Bait**  
That enactment of the Lea anti-Petrillo bill would snuff all of broadcasting was indicated by the following three items: AFRA last week in a memorandum to Sen. Burton K. Wheeler: "If unrestricted use of transcriptions is made mandatory, AFRA will be placed in the position of being forced to demand an initial fee sufficiently in excess of its present rates to compensate the artists for the repeated uses of their talents and performance."

It was further stated that the talent cost for transcriptions would rise from 35-15¢ to as much as 100-50¢. It's understood that opponents of the bill count on this one threat as bait to line up writers and transcribers and firms behind their fight for a veto of the Lea Bill.

United Office and Professional Writers' America (UOPWA), International Brotherhood of Electrical Workers, American Communications Association, and National Association of Broadcast Engineers and Technicians. In addition, there is a move also to get the backing of the International Theatrical Stage Employees, and of the broadcasting industry, at least as represented by the National Union of Broadcasters.

While the AFM itself has been fairly quiet about the anti-Petrillo moves in Congress, three other organizations have been sparking-plugging the move to kill the Washington legislation. Leading the fight against the labor union is the American Writers' Guild, which is the Radio Writers' League, as part of the Authors' League. And leading in the move of prominent showbusiness individuals, among them trade unionists, are the New York and Hollywood chapters of the Independent Citizens Committee of Artists, Sciences and Professions (ICC).

**ICC's Ray**  
The national board of the ICC met in New York last week and adopted a sharp resolution against the so-called Lea Bill. Signers of the resolution included Lawrence T. Bell, William Feinberg, Artie Shaw, Teddy Young, Tony Leader, Joe Penner, Peter Conradi, and Harry Hazel, Scott, William Rose, Benet, Carl Van Doren, Henrietta Buckner, and others.

At the same time, in Hollywood, the ICC's radio and news division met under the chairmanship of Arch Oboler and held a panel discussion on the Lea Bill, participants being: Jimmy Glicken, Emmet Lavery, and George A. Brown.

The Radio Writers' Guild, New York's Boardman, A sharp anti-Lea Bill resolution was adopted by 500 persons after the panel discussion. The guild's board of directors, the Writers' League council backing, sent its own resolution to the members of both houses of Congress.

(Continued on page 40)

# Govt. Corp. With Industry Keps Planned for DX Setup, Sez Cowan

## Go West, Go North, Go

With more and more New York radioies looking outward toward the west, the metro-politan market lightens through influx of ex-GIs. The Radio Writers Guild has established a special registry to help scripts get jobs outside New York.

A number of requests from writers have already been received by Dorothy Bryant, national secy. of the RWG. So far, two-thirds of the openings are in the west or southwest, one-third in New England.

## Battle Brews For British Market BBC Rules Roost

With Great Britain having no commercial radio, and the English postwar market looked on as a strong business potential, the British Isles have been eyed for some time by commercial interests trying to break into the lush field.

No definite information is being made available as to extent of activity, but most of high-bush policy is being adopted to keep off offending or arousing the potent BBC. Rumors float around of a "battle to reach England" brewing, the proposed "invasion" to "take place from one of three centers—London, Ireland or from ships at sea."

Most rumors center about a Capt. Plummer, who is understood to have been in the field for some time before the war in various enterprises in Europe, including commercial book time on Radio Luxembourg and Luxembourg. With radio Normandy dismantled, and the French refusing to permit Luxembourg to do commercial broadcasting, Plummer is reported to have turned his attention to Ireland and Portugal, planning to build stations in either country to beam into England. No definite progress, however, has been reported.

Plummer was also rumored to be connected with the idea of beaming into Britain from ships at sea with transmitters, but practice of such a move hasn't been determined yet, and no steps are available any more.

It is known that a U. S. group tried to use a station in Ireland or erect one for the purpose of broadcasting into England, but group was turned down by the Irish gov't. Later, the group tried to have the station cast into England by Irish interests for radio sale only in Ireland, and the group doesn't want to offend the BBC.

Radio Andorra, in the Pyrenees between France and Spain, is the most powerful station in Europe to date, and capable of beaming into England, but here too, authorities don't want to rile BBC.

**HOGE FILLS KEY SPOT IN NBC CENTRAL SALES**  
Chicago, April 2.  
Key spot involving the General Mills and Procter & Gamble accounts, has been filled, with the appointment of Eugene M. Hoge to the position of assistant manager of NBC central division network sales department, to replace Bill Weddell. Effective April 1, Hoge will fill the gap left by Weddell, who became vicepres. of Leo Burnett agency March 1.

In his new position, Hoge, former net salesman, will have an unusual amount of contact with GM and P&G two of the most important net billings. His current personal accounts are Brown & Williamson Tobacco, Pepsi-Cola, Carnation, International Harvester, and others. Hoge has been with the net since 1929.

President Truman is expected to have laid before him soon a plan for a Government corporation which will own all shortwave radio transmitters in the U. S. and will have among its directors representatives of the radio industry.

Various predicted that type of solution to the DX problem last September. In a speech at a closed meeting of the Radio Writers' Guild last week, former OWI radio chief Louis G. Cowan hinted that the Government corporation plan has the least importance was attached to Cowan's speech because it was the first statement he had made on Government radio since he left his OWI post.

Cowan refused to enlarge upon his reasons before the writers, but he conceded that this is what he said in substance:

Three plans have been submitted. One calls for the establishment of a private corporation with funds from private industry and certain subsidy aid from the Government. The second calls for joint operation by private industry and government—Government corporation plan has the least support, and may be the one under which our future shortwave broadcasting will continue.

Cowan said that, as far as I understand it, a separate corporation will be established outside the State Dept., but with representation of the corporate directorate by the State Dept. and two other departments of the Government. The corporation will name these departments, but they are supposed to be War and Navy.

It is understood that the corporation will be composed of selected figures from the field of radio. . . . These appointments will all to be made by the President."

Cowan added that "while the basic radio program of the Government broadcasting will be in the hands of this Government organization, time will be available for commercial broadcasters, if any."

**Open to Bankrollers**  
Thus, for the first time, there was a "white" radio program, one who care to pay for sponsoring shortwave radio programs may be given a chance to do so. The Government corporation setup.

State Dept. officials, from Asst. Sec. of State William Benton down, have been close-mouthed and have refused to discuss their plans. Benton has had a special committee studying the State Dept. communications plan. The committee is headed by Ed Barrett, of Newswatch, and includes Don Driscoll, of the Walter Thompson agency; Thurman L. Bernard, of the Compton agency; and others. The committee's publisher Noel May.

The members of the committee are planning to make a public announcement of their plans. But it's known that at least three of them favor the Government corporation plan.

Benton has another committee at work, planning the type of scripts that will be available for the Dept.'s shortwave radio. Phil Cohen, former head of Domestic Radio for OWI, is in charge of this committee. British-located invasion station, ABSIE is head of that committee.

Various accounts of the details of the plans because right now he is in a behind-the-scenes battle with the OWI. The committee is planning a special appropriation that he needs for his work. But he is believed to have won the battle. The corporation views favored by the majority of the committee headed by Barrett.

**Larry Berns Stricken**  
Hollywood, April 2.  
Larry Berns, head of the Jack Carson show, is in grave condition following a heart attack. He was taken to a hospital Friday on his return from east.

# It happens



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**Lowell Thomas (Sun Oil Company)**

---

ALFRED I. DUPONT STATION'S AWARD  
**KDKA (NBC Pittsburgh Affiliate)**

---

GEORGE FOSTER PEABODY DRAMA AWARD  
**Edgar Bergen . . . and Charlie McCarthy and Mortimer Snerd (Standard Brands)**

---

GEORGE FOSTER PEABODY MUSIC AWARDS  
**NBC Symphony Orchestra (General Motors)**  
**Dr. Howard Hanson—Eastman School of Music**  
**WHAM (NBC Rochester Affiliate)**

---

VARIETY SHOWMANSHIP PLAQUES  
**WLW (NBC Cincinnati Affiliate)**  
**KOA (NBC in Denver)**

---

VARIETY SPECIAL AWARDS  
**Bing Crosby (Kraft Foods Company)**  
**Ralph Edwards (Procter and Gamble)**  
**Duffy's Tavern (Bristol-Myers)**

---

PUBLIC RELATIONS ASSOCIATION OF AMERICA AWARD  
**AmericaUnited (NBC Special Service Program)**

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station tuned to *longest*  
in the most homes during the  
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in a 4-state, 78-county area  
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*accorded by the 13th annual*

## VARIETY SURVEY OF SHOWMANAGEMENT

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*Radio uses its enormous "power-for-good" to help shape the future of  
the boys and girls who will some day guide America's destiny:*

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*A station's awareness of the fact that it also exists to serve  
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### THE CRUSADE FOR BETTER DRINKING WATER

# WCAU

50,000 WATTS • CBS AFFILIATE

PHILADELPHIA'S LEADING RADIO INSTITUTION



# NAB's 7th Joins In FCC Gangup

Cincinnati, April 2. Meeting with Justin A. Miller for the first time in his capacity of National Assn. of Broadcasters president, 124 representatives of Ohio and Kentucky backed his proposal at the NAB Seventeenth annual two-day conference over the weekend in the Hotel Gibson with resolutions to urge FCC authority to regulate the content of radio programs and control the policies of licensees. The FCC operators called upon NAB execs to seek the quickest relief on that score.

Speakers to an open meeting of Cincy business men at a luncheon in the Cuyler Press building said that FCC's stand of authority to weigh program structure and content constitutes censorship of freedom of speech. Opinion to it, he said, must be immediate or momentary acquiescence might be considered later by courts as constituting a precedent for recognizing such authority.

Another resolution asked relief from National Housing Authority restrictions on construction of broadcasting stations.

One suggestion advanced at a clinic of program managers to improve program content was that final control of programs be shifted from sales departments to program departments.

**WBAL May Provide Test Case**  
Washington, April 2. The industry and NAB may find the test case they are seeking on a court challenge of the FCC's authority over programming in WBAL, Hearst outlet in Baltimore.

Speculation that WBAL's chances for a license renewal are something less than good dropped up again as FCC last Friday (29) showed back hearing date on the Hearst license renewal from April 15 to July 1. FCC acted on its own motion, allegedly to avoid conflict with the clear-channel hearing which reopens in Mid-April. However, other opinion is that Commission moved back from the WBAL session to give new bidders for the wave length time to ready their cases. Two parties on the qt. have already indicated an interest in the WBAL frequency.

In event FCC turns down the Hearst outlet, broadcasters say they will have almost perfect court test of FCC's authority as spelled out in recent Commission report.

# Teachers Must Know Soaps, Whodunits and Maestros To Succeed, Sez NBC Director

Philadelphia, April 2. School teachers should become familiar with all types of popular radio programs if they want to win the respect of their pupils, according to Judith Waller, public service director of the National Broadcasting Co.'s central division.

Addressing the 33rd annual Schoolmen's Week convention here last week, Miss Waller pointed out that a teacher should know the "Captain Midnight," "Love Letters," "Sammy Kayes" and the like so that they can discuss radio listening intelligently in their classrooms.

"Unless teachers are familiar with the programs the children like and like to, to what right have they to expect the children to respect their judgments when they make suggestions about what other shows they could hear?" said Miss Waller.

She declared that most children are more conversant as to "what's what on the air waves than their parents or teachers. She also rapped "faddism and red tape" school administrators which prevented teachers from utilizing radio to its fullest in the classrooms.

"I firmly believe," she said, "that we in the radio industry are farther ahead in thinking out the problems of radio in the schools than the average school administrator."

"I have known too many classroom teachers eager and willing to use good radio programs in their classrooms, but who have been discouraged by apathy on the part of those responsible for school schedules."

Miss Waller was introduced by Gordon Hawkins, education director of Westinghouse Radio Stations.

# Prohibition Gripes Vs. KRLD Gets FCC's Veto

Dallas, April 2. A petition filed with the FCC by Sam Morris, acting for the National Temperance and Prohibition Council, has been turned down. The petition requested the FCC deny a license renewal application for KRLD.

Morris had asserted that KRLD had sold "choice" time for broadcast counseling the drinking of alcoholic liquors, and refusing to sell equally choice radio time or any time whatever for the broadcasting of messages which "counsel the abstinence from drinking of such alcoholic beverages."

The FCC ruled that the application for license renewal of KRLD will be considered on its merits in regular course, and that the problem raised by the petition is of industry-wide proportions and is not restricted solely to KRLD.

**SY OLIVER TO DORSEY SHOW**  
Sy Oliver, arranger for Tommy Dorsey, has been signed to perform and write and conduct the band on the leader's "Endorsed by Dorsey" show on WOR, N.Y. Negro-musician who has in recent years boosted himself into one of the top slots in his field, joins the program (tonight) on WJL in place of Emerson Buckley.

Oliver has often done the vocals in his arrangements on RCA-Victor disks with Dorsey.

# WDRC, Conn., Education Board in Gov't Series

Hartford, April 2. To help pupils of secondary school level and adults to understand their government, the State Board of Education and WDRC are cooperating in a series of 24 programs on the general topic of "You are the Government." Lani Jones, WDRC announcer, will emcee the shows.

# CBC Board Vetoes Beer Pact for Toronto Show, Refuses Rule Reversal

Ottawa, April 2. A statement from the office of A. D. Duntun, chairman of the Canadian Broadcasting Corp. governors, blasts hopes of Canadian brewers and distillers of getting air time. Situation arose with John Labatt firm, brewers, pasting CFRB, Toronto, for its "Ontario Holiday" program. CBC said nix, insisted after sponsored by beer people was violation of regulations governing advertising of beer and wine.

Labatt and Labatt battled verbally with church and temperance organizations to get regulations amended to allow sponsorship of air time by brewers and distillers. But Duntun has announced that the board of governors has been approved by amendment, and the rules stand.

# Radio-Pix Center Promised for N. C. As WRAL, WDNC Battle for Channel

Raleigh, April 2. The Univ. of No. Carolina plans to establish an extensive communications center, with emphasis on student radio and motion picture productions. Dr. Ralph McDonald, secretary of the National Educations Assn., revealed the plan during hearings before the FCC on the applications of WRAL, Raleigh, and WDNC, Durham, for permission to increase their broadcasting coverage to serve eastern No. Carolina.

The communications center will be under the direction of Earl Wynn, recently discharged from the Navy, and will be established along the lines of similar centers at Western Reserve Univ. and the Univ. of Iowa, McDonald said. Plans for a considerable building program to house the center are now under consideration. McDonald said the center will be several years in developing.

McDonald, two-time candidate for governor of North Carolina, organized to testify to the value of use of commercial radio facilities by the university's radio department. The proposal for establishment of the center has been approved by UNC President Frank Graham, and

has been submitted to Governor Gregg Cherry for approval.

The charge that WPTF, Raleigh, had cooperated "not too fully" with the Dept. of Agriculture in its effort to disseminate farm news was made by Thompson Greenwood, publicity director for the department. "WRAL, Greenwood said, under questioning, "has been more helpful to me than any other station by far."

Greenwood's statement elicited an angry retort from William J. Dempsey, council for WDNC, that WPTF "does the outstanding farm job in No. Carolina and has done so for years."

The applications of WRAL and WDNC are conflicting, as both stations are seeking the same frequency. Asst. No. Carolina Attorney Gen. Hughes G. Rhodes and Dr. H. A. Fisher of No. Carolina State College appeared to testify to the need of increased radio coverage in eastern No. Carolina for state government and educational programs.

Moose Jaw, Louis H. "Scoop" Lester, news editor of CHAB, Moose Jaw, for the past eight years, resigned and taken over the publication of The Western Spotlight, at Moose Jaw advertising weekly.

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LEONARD TRAUBE EDITOR IN CHIEF JOE KOEHLER RADIO TELEVISION DIRECTOR THE BILLBOARD.

Uncle Frank Woodfield—writer and humor director of the Maryland Academy of Sciences finds out what children like to do and tell them over WFBF how to do it.

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# "XAVIER (The Incomparable) Cugat"

DANTON WALKER  
N. Y. Daily News



JUST FINISHED  
2nd BIG WEEK  
AND  
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**COCA-COLA**

WEDNESDAYS  
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6 SHOWS SATURDAY • 5 SHOWS DAILY

EXCLUSIVE MGM

COLUMBIA RECORDS

Management—MUSIC CORPORATION OF AMERICA

## WAX WORKS

By BARRY GRAY  
(WOR-Mutual's, All-Night M.C.)

Ray McKinley (vocal with orch.) "Land of the Buffalo Nickel" (Majestic). McKinley takes his land over the class-type hurdles on its second record date. With this rendition the outfit really arrives. It boasts a rhythmic and definitely on-the-beat vocal by the maestro, and the orchestra stays with him. From a jockey's viewpoint it's room playing for an up tune to leaf off the show. Very commercial. Only one side reviewed here is on its advance hearing.

Jack Carroll (vocal with orch. director Dave Rhodes) "And Then I Looked at You" (Don't Let Me Dream) (Decca Art 521). This is a new label offering the ex-Les Brown crooner. Just out of the service, and now singing. Carroll showcases an excellent voice and a finesse of styling that sounds right. The short-box gets will like it and pay nickels to prove it. "Don't Let Me Dream" is the "B" side and reveals the better work by both Carroll and the band. Latter does well with fiddles and sweet stuff.

Monica Lewis (vocal with Ray Bloch orch.) "I Have But One Heart" (In Love in Vain) (Signatura 18019). "One Heart" opens smoothly with the Bloch aggregation and sets the chorus for the high notes. For "In Love in Vain" Miss Lewis tries too hard. Too much mouthing of the lyric which is simple and sweet and should be vocally pointed that way. That Bloch group is aces for backing though.

Chuck Foster (vocal by Dick Roberts, Marilyn Paul and ensemble) "In in Love With Two Sweethearts" (Ah-Dee-Ah-Dee-Ah) (Mercury 2005). Initial try on Mercury by Chuck Foster's orchestra, which shows society-type saxophones in a mediocre manner. "In in Love" sung by Roberts is "vocal" good enough but the orchestra sounds like too many others. Quality of disk is poor and won't sound especially well on record shows. "Ah-Dee" on the other side, is a novelty in which Miss Paul makes a cute voice.

DeMarco Sisters (group with orch. director Phil Davis) "Oncey Twicey" (Fall in Love With You Every Day) (Majestic 71741). The Fred Astaire airshow quirklet work too fast on "Oncey Twicey" in the opening chorus but reveal their styling in the middle turns, with a few corral licks added. The licks don't help. Only slowp to a desired beat is during a few bars next to closing. Fall in Love listens closer.

Showboats by the orchestra is fine and the girls handle the slower ball very well. Pizzicato fiddle work adds dash at the opening. It will well fill a desired three-minute slot for any jockey where group harmony is asked for. The jukes will find it kindly, too.

Rileen Barton (vocal with Jerry Jerome's orch.) "Enough On My Mind" (Mercury 2009). Miss Barton singing on this disk is so hidden by poor quality wax that she appears at the mike as a faint voice of "stuck tone" against her. Fairly easy to discern, however, that the young lady here making her debut under this label can do with the nickelodeons if the quality of future records improves. Second chorus shows styling and listens like class. A new voice for the jockeys to talk about. Talking points: Miss Barton is formerly with the Sinatra airshow, after that was "Jolly Galtie" on the Milton Beyer program recently at the Paramount (N.Y.), and currently on an NBC one weekly effort.

The Three Sues (vocal) "All Through the Day" ("I Love An Old Fashioned Song") (Majestic 7173). "Day" opens with a quick take of "My Revere" then segues into the popular hit. Although not the best recording of this song, it's the best of any of the small groups handling it. Artie Dunn vocalizes and listens pleasantly. One of the songs from the new Danny Kaye film is on the reverse. Called "I Love An Old Fashioned Song" it is nicely handled by The Sues. Dunn is followed well by Morty Nevins who provides a subtle blend of accordion with voice. Should fit well on a teatime disk show and will relax the girls between fur commercials.

Hildegarde (vocal with Guy Lombardo orch.) "Oncey Twicey" (The Gypsy) (Decca 25311). This is genuine type of tune is not for Hildegarde with or without Lombardo. Latter delivers typical tempo and vocal quartet. "The Gypsy" is better. Slightly timed, it suits Hildegarde better and will cross counters for her fans. It's one of the best she's done, although she's not a juke-box item.

Whitemore and Love (Piano team with Russ Case orch.) "They Didn't Believe Me" ("That Old Black Magic") (Victor 1824). With Case orchestral styling that is superb the piano team of Whitemore and Love soothe the furrowed brow with their handling of the old-liner "They Didn't Believe Me." It's Kern nicely played and different what with beguine tempo and chording of orchestra to accentuate keyboard work. Sweet

## Towne's New Orch Set For Pelham Heath Inn

George Towne's orchestra, organized recently after the leader's release from service, goes into the Pelham Heath Inn, (N.Y.), June 1, for five months, with options. Booking involves a shift from the Post Lodge, Larchmont, (N.Y.) where the band closed Sunday (31), to the Pelham spot, just a couple of miles away.

Between Towne's closing at the Post Lodge and the Pelham opening, he works other dates, including a run at the Ansley Hotel, Atlanta.

For dimly-lit juke spots and "music to read by" airshows, "Magic" on the back, is more fine beguine and will please the same clientele.

Tommy Dorsey (orch.) "Opus No. 1" (Victor 2-1088-B). It will hardly be news that here spins an outstanding platter. It's loud too? Sure, it's not only loud, it's good and loud but, brother, when you say "good" lean on a little, because if this edition can't get on your feet you're either too young or too old. Recorded late in '44 this "B" side has sold 500,000 to date.

It has orders for 300,000 more than can ever be filled due to limited manufacturing materials, which says plenty in itself for that's the commercial side. Yet there is more. That "more" is that records like this one don't often come along. It explains why Vanserv is reviewing it now. It hasn't been "caught" and it belongs in the files. This rhythmic pop possesses the same drive as the old Glenn Miller outfit at its best.

It also has the advantage of a melodic foundation because "Opus" is a good tune. As played by this band it's a sock dance tune because it has everything including, "happy day, no vocal." The instrumentation is full, the rendition excellent, the recording good, and the arrangement has each section pitching in turn with percussion heaving in those breaks from left field. The individual licks are held to clarinet and piano. No Dorsey. Here's a gang that really felt like playing this Sly Oliver ditty. You can hear the difference in the first eight bars. That difference traces back to the average dance record where the boys sound as if they were still in the hay and playing it over the phone to the recording room. Meaning that "Opus" really belongs with the all-time top dance disks. To hear it is to think in terms of Astaire and his "Bojangles" which ran 11 minutes on the screen and is still the best rhythmic number ever done on a stage or in pictures. If anyone had visioned "Opus" in the same light, exactly as it's played here, Astaire might have repeated. But anyway, Dorsey, salute a great record. When it is played even Dorsey should uncover.

## 10 Best Sellers on Coin-Machines

1. Oh What It Seemed to Be (8) (Santly-J.) (Frank Sinatra.... Columbia)
2. Day By Day (5) (Barton) (Frank Sinatra.... Columbia)
3. Doctor, Lawyer, Indian (15) (Melrose) (Jo Stafford.... Capitol)
4. You Won't Be Satisfied (5) (Mutual) (Betty Hutton.... Capitol)
5. Symphony (11) (Chappell) (Les Brown.... Columbia)
6. Personality (8) (Burke-VII) (Les Brown.... Columbia)
7. Shoo-Fly Pie (2) (Criterion) (Garry Moore.... Victor)
8. Always Chasing Rainbows (7) (Miller) (Freddie Martin.... Decca)
9. Let It Snow (11) (Morris) (Bill Crosby.... Decca)
10. I Can't Begin to Tell You (24) (BVC) (Johnny Mercer.... Capitol)

## Coming Up

- Prisoner of Love (Mayfair)..... Percy Como..... Victor  
 Let Me Be a Baby, Baby (BVC)..... Mills Bros..... Decca  
 Atlanta, Ga. (Stevens)..... Sammy Kaye..... Victor  
 I'm a Big Girl Now (World)..... Sammy Herman..... Columbia  
 Don't You Remember Me (Morris)..... Johnny Desmond..... Victor  
 All Through the Day..... Percy Como..... Columbia

## Coast Palladium Files Suit Vs. N.Y. Dancing To Restrain Use of Title

Papers were served Friday (29) on operators of the new Palladium Ballroom, N. Y., by attorneys for the Hollywood ballroom of the same name, in a suit for an injunction to halt the use of the title. Action was filed in supreme court, N. Y.

Coast Palladium operators warned the N. Y. ballroom several weeks ago that a suit was in the works to prevent use of the name. However, difficulty in pushing through the necessary papers held up filing of the action until last week. Meanwhile, the N.Y. spot proceeded with its debut plans. Herbie Fields' orchestra opened the spot, Feb. 22, which was run by Tommy Morton.

## Frico Palladium Suit

Hollywood, April 2. Suit brought by Moufy Cohen, operator of Palladium ballroom here, in Superior Court, San Francisco, to prevent Al Seigel and Jack Martin from using name on their Bay City dance, has been above back for hearing on April 8. Defendants asked for extension from last week's date.

Meanwhile a temporary restraining order on use of name Palladium continues and the Seigel-Martini location still calls itself the Palomar.

## Musicraft Buys Out Irwin Gwirtz

Deal has been made between Irwin Gwirtz and Musicraft Records via which the latter will recover from Gwirtz the exclusive distribution rights to its disks in most of the eastern and western territories. Involving \$110,000 payment to Gwirtz, deal was closed last Friday (29) and was effective Monday (1).

Gwirtz, who originally was a partner in Musicraft, pulled out of the firm last year, selling his interests for a sum reported above \$100,000. Out of it, in addition, he drew several distribution companies up and down the eastern seaboard, and one covering 11 western states. Under the agreement, Musicraft reserved the right, it claims, to purchase from Gwirtz the distribution rights to its disks.

## Jack Robbins Back

Jack Robbins is back from Florida, via the Cleveland music educators' convention, where he detoured since leaving Miami Beach for New York last week.

Music publisher has been hibernating in the south since the first of the year.

Ballad, Rock, and Swing

# COINLIGHT

Music by Nat Simon

Bigger and better than ever

## COINLIGHT ROOMS

Music by Harry Carroll

Featured in 20th Century Fox's "THE DOLLY SISTERS"

Music by Al Jolson

Produced by M-G-M's "THE MODERN LIPS"



# I'M A BIG GIRL NOW!

Al Hoffman • Milton Drake • Jerry Livingston

Over 300,000 copies  
of sheet music sold within  
2 weeks!

Over 500,000 SAMMY  
KAYE Victor Records  
Sold Within one month!  
—already among the  
most played and Best  
Seller listings in 'Variety'  
and Billboard.

Moderately Slow (with a 1/2)

Voice E5 C#m F#m B7 E5 C#m F#m B7  
of his Me and my child-hood sweet-heart have come to the par-ling of the ways, He  
C#m F#m C#m F#m B7 B7 E5 F#m F#m B7 B7 E5  
all treat me like he did in our ba-by days, I'm a lit-tle bit old-er, a  
B7 F#m C#m F#m F#m B7 E5 E5  
lit-tle bit old-er since both of us were three. There's a change in my talk-ing, there's a  
A#m E5 C#m Moderately Slow (with a 1/2) F#m B7  
change in my walk-ing, He ought-a take one good look at me  
Refrain B7 E5 E5m F#m F#m F#m  
I I'M A BIG GIRL NOW, I won't be-cause I like a big girl now  
B7 E5 E5m F#m F#m B7  
I'm tired of wear-ing bob-by sox like kid-dies do, I'm  
E5 E5m F#m F#m B7 E5  
tired of goin' to danc-ing in a flat-heeled shoe, I want the boys to look at me and  
C#m C#m E5m C7 F#m B7 E5 E5m B7 E5 F#m E5  
yell "woo- woo" I'M A BIG GIRL NOW.

Copyright 1945 by WORLD MUSIC, INC. 607 Fifth Ave., New York 17, N.Y.

You've Got  
Me Crying  
Again

Yesterday's Best Seller--  
Recorded By Best Sellers Of Today

WOODY HERMAN	.....	COLUMBIA
MILLS BROS.	.....	DECCA
MARTHA STEWART	.....	VICTOR
RAY McKINLEY	.....	MAJESTIC
BUDDY RICH	.....	MERCURY
BOYD RAEBURN	.....	GUILD

WORLD MUSIC, INC. 607 Fifth Avenue, New York 17, N.Y.

# AIM FOR ROYALTY ON Jukeboxes

## BMI in 1st Tieup With Hollywood Completing Deal With Republic-Lyman

Broadcast Music, Inc., is completing its first tieup with the motion picture industry, via an arrangement for a music publishing firm with Republic Pictures. So far its uncertainty as to whether the setup will be a Republic operation with BMI backing, or whether the two will be partners. At any rate, the firm will be split from BMI and with its own staff.

Negotiation is one of the factors that brought Maestro Abe Lyman into New York from the Coast a fortnight ago. Length of the contract is uncertain. It's said to involve \$150,000 annually.

The initial music to be dealt will stem from his film, "Hit Parade," due to go into production later in the summer; it's being planned by Lyman and released by Republic. BMI or non-affiliated writers will be assigned to turn out tunes.

Lyman, with talent agent Maurice Duke, recently set up an independent film producing unit. This, however, won't completely halt his music-making activities. He expects to reform his orchestra in the fall and come out for dates.

### Thornhill Drops CBS

Studio Maestro Plan

Claude Thornhill apparently will not go into CBS in New York as a studio conductor, though he had been figured likely to do so. He intends organizing a band in the near future and will work under the William Morris agency, to which he was shifted by his handlers during the time he was in service.

His pre-war band was managed by General Artists.

### Cavallaro to Follow

Rey at N. Y. Astor

Carmen Cavallaro's Orchestra will be the second band into the Astor hotel, N. Y. He'll follow Alvino Rey's orchestra for the usual four weeks, with options, opening June 17. Rey opens May 20.

This will be the second major N. Y. hotel date for Cavallaro within six months. He recently completed a run at the Billmore.

### MCA, GAC in Hot Race

To Get Vaughn Monroe

After Morris Agency Split

Music Corp. of America and General Artists Corp. are both hot after a contract on Vaughn Monroe, who left the William Morris agency after the expiration of his contract several weeks back. MCA is said to have offered Monroe, through his manager, Willard Alexander, former head of the Morris agency band division, film and commercial radio deals in return for his signature. GAC is in there also with its own bids.

Meanwhile, Monroe, who's now one of the hottest b.o. properties available, is open to bookings by any of the agencies. Morris agency, for example, booked him for a week at the new Convention Hall, Astory Park, N. Y., operation, opening July 14.

## SEEK REVISION OF COPYRIGHT LAW

The U. S. Copyright Law of 1909, which exempts an estimated 500,000 jukeboxes from performance license fees, is due for legal scrutiny and possible change. Should the exemption be dropped, ASCAP's coffers would juggle with several million dollars more, ultimately to percolate down to its music publishers and composers. Its elimination is included in the recently hopped Buckley-Myers bill and is currently being weighed by the potent American Bar Ass'n and other legal groups which marked time during the war years.

Subject of scrutiny by the Copyright Committee of the Bar Ass'n, with Sam Warner, U. S. Copyright Register, sitting in, will be a general revision of the copyright law in effect since 1909. The committee, top-heavy in film, radio and music legalities, will survey the entire field, but the Buckley-Myers bill will receive special attention. Additional to the jukebox licensing proposal, the bill calls for the granting of a newly created copyright to interpretations of music or dialog.

The Copyright Law as it now stands, bars the exaction of a license fee for a recording played on a coin-operated machine in any public place where no admission is charged. When first passed in 1909, the juke was a thing of the future, the law intending an exemption for the nickelodeon and penny arcade. Ever since the juke has blossomed forth, ASCAP has been arguing vainly that the exemption has outlived its usefulness and that the

(Continued on page 52)

## ASCAP Changes Pay Method So All Above Class 4 Will Get Melon Cut

Possibly to quiet "Pinky" Herman, who has been agitating for some time for a revised method of writer-composer distribution, or as a defense against any writer suing toward Broadcast Music Inc., the American Society of Composers, Authors and Publishers last week changed its method of payment to writer-members. From now on, all classes of tunesmiths above Class 4 will participate in the annual melon on a fluctuating basis, i.e. their earnings will ebb and flow with the size of the Society's income. Previously, all classes below C were paid a fixed sum every year, distributed quarterly of course.

How much the individual whose ASCAP earnings formerly were on a fixed basis will benefit is not certain, even to ASCAP executives. But it's figured to be fairly substantial. Currently, the various writer classes start at AA and go down through A, BB, B, CC, C, C-1A, C-1, DD, D, L, 2, 3, 4. Last year, the top men, those in AA, drew slightly over \$20,000 apiece. This figure drops approximately 25% for each succeeding class. It's probable that this method for the former fixed classes will also be used. Incidentally, the latter starts with the next quarterly distribution, due later this month.

Class 4, which earns members in that classification \$6 each quarter, is a class designed to hold new members to ASCAP who have not yet proved active enough to justify boosts up the ladder, and older members who are inactive, but who never had contributed much to the Society's repertoire. There is another group in the Society, composed of writers in the first five classes who authored outstanding tunes years ago, but who have not been active

for years. These men, or their heirs, are recipients of a fixed income, starting at \$1,000 a quarter for AA classifications, graduating downward to and including C holders.

ASCAP execs deny that BMI's proposed plans for distributing performance royalties to writers for the first time had anything to do with the above idea. It's also asserted that "Pinky" Herman, who has been a thorn in ASCAP's side for years, particularly more so lately with threat of legal action over the refusal of the Society's board to put a plan of his up before a membership vote, had no influence over the execution of the above plan.

However, it has been widely known that many writers in the fixed-income classes were dissatisfied. More so since ASCAP recently prevented a new class (C-1A) which presented a group of writers on the fixed-sum C-1 class, from jumping into C, the first fluctuating income classification.

### Artie Shaw Dividing Time East and West

Artie Shaw no longer intends spending all his time in Hollywood. He leaves New York April 7 for the Coast to set up smaller living quarters after having sold his home there. He'll do the same in N. Y. and thereafter divide his time between east and west.

Picture the maestro was due to start on, involving a story he wrote and in which he's to act, still has no starting date. Meantime Shaw is looking for radio work. He doesn't intend to do dance dates with his band. He records for Musicraft.

IENT AKADIA

ENADE TO A DRE

( SPIRITS • BIG

Y DOG HAS FL

R WALTZ • DESE

ANTATION MOODS

IE SOPRANO'S NIGHTMA

DA EASTA TIME • A N

• SAXOPHONE CITY • V

• FOUR TWENTY A.M. •

• DESERTED CITY • A

• NURSERY WITHOUT RHYM

• HOLIDAY FOR STRINGS •

AME TO A DREAM •

ORNA MELODIES • A NOUS (TO US)

ANCIENT ARABIAN CAKE WALK • NOSTALGIA •

• VALSE DE NUIT (WALTZ OF THE NIGHT) • THE

• FEET SPIRIT • SER

IS (TO US) • C

BIG BEN • NOS

(REUTZER SPINS

• ANCIENT A

IN MOODS •

• THE SOPI

• LASTA TIME

• DANCE OF THE SPANISH ONION

• GAY SPIRITS • SWEET

• CALIFORNIA MELODIES

Our best wishes for your greatest success

DAVID ROSE

on the inauguration of your new  
NASH-KELVINATOR RADIO PROGRAM  
... we know you'll have a sensational show

Sincerely,

*Jack Piegner*  
*Arthur*  
*Christie Conn*

# It Couldn't Be True....! Or Could It...?

## Santly-Joy Doing It With Mirrors?

Music business is beginning to suspect the use of mirrors or a crystal which Santly-Joy divines hit songs. Santly-Joy's current plug, "Oh What It Seemed to Be," firmly established on the "best seller" lists, S-J has now turned out five consecutive hits with in the past year. For a firm with no regarded as phenomenal. S-J is strictly independent.

Publisher's run started last spring with "My Dreams Are Getting Better All the Time" and followed with "Bell Bottom Trousers." "Till the End of Time," the biggest hit of 1945, and "Chickery Chick." Tommy Valando is professional manager.

—VARIETY, Feb. 27.

**10 Best Sheet Sellers**  
(Week Ending April 2, 1946)  
Santly-Joy's "Oh What It Seemed to Be" ... 1  
"Till the End of Time" ... 2  
"Chickery Chick" ... 3  
"My Dreams Are Getting Better All the Time" ... 4  
"Bell Bottom Trousers" ... 5  
"I Love You" ... 6  
"I'll Love You" ... 7  
"I'll Love You" ... 8  
"I'll Love You" ... 9  
"I'll Love You" ... 10

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"Bell Bottom Trousers" ... 5  
"I Love You" ... 6  
"I'll Love You" ... 7  
"I'll Love You" ... 8  
"I'll Love You" ... 9  
"I'll Love You" ... 10

All Within  
One Year...  
5 in a  
Row!!

Currently

**10 Best Sheet Sellers**  
(Week Ending March 2)  
**Oh What It Seemed... Santly-Joy**  
Santly-Joy's "Oh What It Seemed to Be" ... 1  
"Till the End of Time" ... 2  
"Chickery Chick" ... 3  
"My Dreams Are Getting Better All the Time" ... 4  
"Bell Bottom Trousers" ... 5  
"I Love You" ... 6  
"I'll Love You" ... 7  
"I'll Love You" ... 8  
"I'll Love You" ... 9  
"I'll Love You" ... 10

And Here's #6

# IT COULDN'T BE TRUE!

(OR COULD IT?)

By SYLVIA DEE  
And SIDNEY LIPPMAN

The Start of our  
Scroll of Records

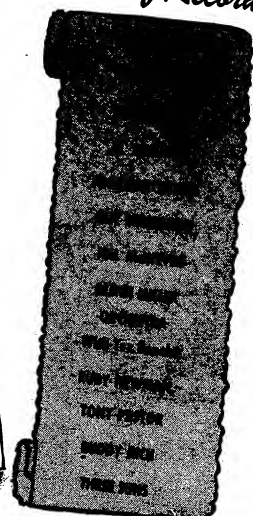
Moderato (Rhythmically)

Some-bod-y said the cra-zi-est thing to me,  
Told me a tale that sim-ple could-n't be! It was just the sil-li-est thing that  
I ev-er heard, and of course, I don't be-lieve a sin-gle word.

**CHORUS**

Some-bod-y said that some-one saw you out last night,  
Some-bod-y said that some-one held you aw-fully tight. Some-bod-y was mis-tak-en or it  
can't be right, IT COULDN'T BE TRUE, IT COULDN'T BE TRUE, or could it? Could it?  
Some-bod-y said they heard you tell in' someone new, All of the lit-tle love words that you  
told me, too, I would-n't doubt you dar-ling, I be-lieve in you, IT  
COULDN'T BE TRUE, IT COULDN'T BE TRUE, or could it? Could it?

Copyright 1946 by SANTLY-JOY Inc. 5010 Broadway, New York, N.Y.



SANTLY JOY



# NBC, CBS, ABC, Mutual Plugs (Peatman System)

Following are the Most Played songs of the week, March 22-28, based on the copyrighted survey by Dr. John Peatman's Office of Research, using the Accurate Reporting Radio Log as basis of information in N. Y.

All Through the Day—"Centennial Summer".....	Williamson
Isn't You Glad You're You—"Bells St. Mary's".....	Stark
Atlantic, G. A. ....	Stevens
Day by Day.....	Barlow
Doctor, Lawyer, Indian Chief—"Stork Club".....	Melrose
Gimme a Little Kiss.....	Stevens
Give Me the Simple Life—"Wake Up and Dream".....	Triangle
Gypsy.....	ABC
Here Comes Heaven Again—"Doll Face".....	Leeds
I Can't Begin to Tell You—"Dolly Sisters".....	Robbins
I'm Always Chasing Rainbows—"Dolly Sisters".....	BVC
My Glad I Waited for You—"Stars and Spots".....	Miller
In Love In Vain—"Centennial Summer".....	Shapiro
Oh What It Seemed To Be.....	T. B. Harms
One More Dream.....	Santley-Joy
One More Tomorrow.....	Barton
One, Two, Three.....	Remick
Patience and Fortitude.....	Martin
Personality—"Road to Utopia".....	Leeds
Scent Like Old Times.....	Burke
Shoo Fly Pie.....	Feist
So It Goes.....	Capitol
Some Sunday Morning—"San Antonio".....	E. B. Marks
Surprise Parly.....	Harms
Symphony.....	Jefferson
Tomorrow Is Forever.....	Chappell
Wait and See—"Harvey Girls".....	Advanced
We'll Gather Lilies.....	Feist
What a Deal.....	Chappell
You've Got Me Crying Again.....	Vanguard
You Won't Be Satisfied.....	World
.....	Mutual

## Meyer Replaces Kent, Others Re-Elected At SPA Council Session

Songwriters' Protective Assn. membership put all its councilmen back into office in meeting last week with the exception of Walter Kent. Elections took place during the organization's annual dinner-meeting at the Park Central hotel, N. Y., Friday (28).

Those returned to office are Fred Ahlert, Abel Baer, Paul Cunningham, Sammy Stept, Ferde Grofe and Milton Drake. Joseph Meyer replaced Kent, probably due to the fact that the latter is on the Coast and has been there for some time.

## Prima Finally Okes That California Trip

Hollywood, April 2.  
Louis Prima, who closed at Meadowbrook, Cedar Grove, N. J., Sunday (21) last week, reversed his stand against playing California. He notified local office of Music Corp. of America that he would accept dates here. Two weeks ago bantam-baited at coming to state which he has not visited for seven years for "personal reasons," last week "legal matters" had been cleared up and he was willing.

Following okay from Prima, MCA has set the trip for fortnight, commencing June 11, at Mission Beach, San Diego, with later weeks to follow immediately at Casino Gardens.

## 10 Best Sheet Sellers

(Week Ending March 30)  
Oh What It Seemed.....Santley-Joy  
One, Two, Three.....Martin  
Personality.....Burke-VH  
Some Sunday Morning.....Harms  
Day by Day.....Barton  
You Won't Be Satisfied.....Mutual  
Chasing Rainbows.....Miller  
Symphony.....Chappell  
I Can't Begin to Tell You.....BVC  
Shoo-Fly Pie.....Capitol

## Al Jolson Film's 130G Song Rights

Top music bill for any film musical made up of assorted copyrights to date is the \$130,000 which Columbia Pictures is shelling out for the Al Jolson film biog. Of this amount, \$80,000 goes to Music Publishers Holding Corp., Warner Bros. music pool for such valuable copyrights as "April Showers," "California Here I Come," "Liza," etc.

Single top item is the \$20,000 paid Saul H. Bornstein (Bourne) for "Mammy," which even tops the previous high of \$18,500, the latest sync figure for Irving Berlin's "Always" (for the "Bilboe Spirit" film version). Another fancy fee, \$10,000 for "Sonny Boy" was paid Chapell (Max Dryfus), owner of that DeSylva, Brown & Henderson copyright. Both songs are vital to the Jolson biog. Bornstein, incidentally, for a time reportedly held out for publishing the rest of the Jolson film musical score, but Columbia's pressy, Harry Cohn, and his music expert, Jonie Taps, have other ideas about their song by-products, which is why Taps joined the studio.

One of the fancy deals Taps set up for Cohn, was that \$76,500 paid with Lyric Engle's "Song Lyrics" mag for five years, or \$15,000 per annum, which also takes in a music hookup with Decca.

Dave Salomon, Inc., new dance band promoters, will bring Woody Herman's orchestra to Lincoln Hall, April 12, for a jazz concert, the first in Syracuse's history.

## 'Always the Possibility' of Another ASCAP-Radio Squabble Finds BMI Wooing Net Producers' Goodwill

Major music publishers in N. Y. are curious about the actions of top executives of Broadcast Music, Inc., who within recent weeks have addressed gatherings of commercial and sustaining program producers at NBC, CBS and ABC headquarters in N. Y. Pubs see in the meetings and the manner in which they are conducted, a subtle attempt by BMI to do a bit of songplugging, and perhaps a bit more.

At one of these confabs, addressed by BMI's Sidney Kaye and Gerald Tomkins, it was pointed out by the former that "there is always the possibility" of another argument with the American Society of Composers, Authors and Publishers at the expiration of the Society's current 10-year contract with radio (end of 1950), and if that occurs "BMI will be ready." (As a matter of fact, ASCAP can renew the current agreement simply by indicating a willingness to do so. If it wants a raise, the case must be submitted to arbitration; strike of 1940 cannot be repeated.)

### BMI Service Suggestions

According to attendees at these meetings, there was no outright attempt by the BMI execs to influence performances of BMI songs. Rather, the BMI men requested suggestions on how BMI's service to them could be improved, etc. Kaye did most of the talking, citing BMI's origin, its progress, and its aims. He called the recent Val Olman case "a deplorable situation" which would not be repeated. This was the program on WJZ, N. Y., seven half hours weekly, which was connected with a publisher affiliated with

BMI. In one week, Olman, the director, lifted 85 performances of his own songs at \$48 per.

ASCAP publishers see in the meetings a possible attempt by BMI to achieve commercial performances of its own and affiliated publishers' songs. Since the inception of Dr. John Peatman's system of performance measurement, the plugs BMI and BMI publishers get from band remotes mean nothing (see separate story).

## 802-Coca-Cola Tangle Twice

Coca-Cola tangled twice last week with N. Y. Local 802 of the American Federation of Musicians and lost out both times. Local's rule against the origination of commercial broadcasts from hotels provided the source of argument.

Coke people sought to arrange a showing of an Xavier Cugat broadcast from the Waldorf, N. Y., for next Wednesday (10) for the benefit of local bottlers. Up pounded 802 and shoed the show somewhere else.

Last week, 802 forced the D'Arcy agency, coke show planner, to put a recording of Les Brown's orchestra on the air, from among those always held in readiness. It had been arranged for Brown to perform for an Air Transport Command shindig at the St. George Hotel, Brooklyn, including a coke broadcast. Local flatly refused to allow it, so while Brown played for the assemblage, a transcription of his band was sent out on the Mutual net.

# SMASH SONG HITS!

## DO YOU LOVE ME

Lyric and Music by HARRY RUBY

## MOONLIGHT PROPAGANDA

Lyric by HERB MAGIDSON

Music by MATTY MALNECK

Both songs sensationally performed in the  
20th CENTURY-FOX Technicolor Musical Hit  
**DO YOU LOVE ME**  
STARRING  
**MAUREEN O'HARA • DICK HAYMES • HARRY JAMES**  
Directed by GREGORY RATOFF • Produced by GEORGE JESSEL

**BREGMAN, VOCCO and CONN, Inc.**

1619 Broadway, New York 19, N. Y.  
CHICAGO • HOLLYWOOD

## Inside Orchestras—Music

Disk jockeys are now so important to the success of individual recordings and the talent involved in the making of them, that the practice of inscribing special platters with introductory matter, is increasing. These disks are for use on the air, or for the private hearing of the jocks only. Latest to come up with such a gag is Bette Greene, who made special disks introducing herself to all N.Y. platter spinners on the occasion of the release of her initial disks for Signature.

Forthcoming negotiations for a new contract between the songwriters, represented by the Songwriters Protective Assn., and music publishers, represented by Music Publishers Protective Assn., will be carried on at a forthcoming dinner between the two factions. Drawing up the new contract has been in the works for months. It's claimed it will be ready after two or three more meetings of the committee appointed to develop the pact.

Possible buy of Ziggy Elman's management contract from General Artists Corp., by Arthur Michael, Tommy Dorsey's manager, is still in the works. Deal was have concluded before Michael left N.Y. last week for several months in Hollywood. Michael had offered GAC \$10,000 for Elman's contract, signed while the trumpeter was in the Army. Elman, meanwhile, is out of service and working with T. D.'s orchestra.

Andy Razaf, defeated for election to the board of the American Society of Composers, Authors and Publishers came up with one idea last week during the Society's annual meeting which drew attention and may be carried out. He suggested that ASCAP issue brochures citing the background and qualifications of nominees for office prior to future board elections.

### MUSIC BORN TO LIVE



**BOURNE**  
799 SEVENTH AVE., NEW YORK 19

**Top Tunes for Your Books  
An All-Time Favorite**

**EXACTLY  
LIKE YOU**  
Music by . . .  
**JIMMY McHUGH**  
Published by  
SHAPIRO-BERNSTEIN

### W.K.s to Aid Concert Giving Recognition To Music Arrangers

Fred Warlow, Eugene Ormandy, Howard Baring and Don Voorhees, along with other well-known arrangers and conductors, are participating in a Town Hall, N. Y., concert April 28 designed to further the American Society of Music Arrangers. Latter organization has long been fighting for recognition of the man behind the orchestra's performance.

So far, the names of performers who will put on exhibition the works of ASCA's members are not disclosed, beyond jazz pianist Mary Lou Williams.

### Joe Moss O.O.'s Troika, D.C., as 400 Club Site

There's a possibility that the site of the Troika, Washington, D.C. niter which recently burned, will become a counterpart of the 400 Club, N.Y. name band spot. Joe Moss, brother of Nat Moss, operator of the N.Y. club, is nearing the consummation of a contract for the D.C. place.

Agreement would entail the reconstruction of the building to suit the use of name bands, which probably would be bought for both spots at the same time.

Dave Gould to ARA

Dave Gould, most recently with General Artists agency on the Coast, has been signed as talent director for ARA Records. He'll headquarter in Hollywood, home of the diskery.

Before joining GAC last year, Gould was associated with Bill Burau in personal management. Prior to that he was in the Army.

### 'One-zy' on 22 Disks

Maestro Freddy Martin's music publishing firm on the Coast has 22 recordings licensed on "One-zy Two-zy" ARA, which waxed the Phil Harris (and daughter) version, alone has orders for 1,000,000 disks.

ARA, however, will be able to press only 500,000 thereof.

## ASCAP Execs Up For Reelection

All member executives of the American Society of Composers, Authors and Publishers come up for reelection at the regular monthly director board meeting, April 25. This procedure is normal, since all executives, with the exception of paid officers, are annually voted into their posts by the board itself, which is placed in power by the membership.

Those coming up for renewal are Deems Taylor, president; Gus Schirmer, first v.p.; Oscar Hammerstein, 2d, second v.p.; Jack Bregman, treasurer; George W. Meyer, secretary; and Fred Gray, assistant secretary. Irving Caesar, currently ass. treasurer, will be replaced as he is no longer on the board, hence automatically relieves from that post.

Execs on salary include John G. Payne, general manager; Herman Greenberg and Dick Murray, assistant general managers, and a long line of others.

### METRO'S IRV DRUTMAN ALSO SONGSMITHING

Metro producer Irving Drutman is doing a Howard Dietz by turning songsmiths, with four important financial interpolations (in collaboration with Jack Lawrence) set for four pictures. Like Loew-Metro vespene Dietz, an ASCAP songsmith (A.A. classification) and librettist, Drutman is in the Loew's International production department, doubling from staffing on the N. Y. Herald Tribune as a theatrical reporter-interviewer.

His and Lawrence's four songs are set for "Bel Ami" (Loew-Levuis-UA); "Dickensian Lady" (Loew-Lamar; Hunt Stromberg-UA); "Bachelor's Daughters" (Andrew Stone-UA) and the title song, "Angel of My Shoulder" (Muni-Rains; Chas. R. Rogers-UA). First two are set with Bourne; "Bachelor" with Chappell; "Angel" not placed yet for publication.

Switch on "Bachelor's Daughters": Incidentally, is that Lawrence, who specializes in developing pop songs out of classical adaptations, finds their "Twilight Song" being developed into a concerto by Heinz Reinhold for Eugene List, who makes his film debut in this pic.

## Music Notes

Jack Pfeiffer at work developing musical score for next season's tour of Sonja Henie Ice Revue. . . Dinah Shore teamed with Spade Cooley to record two hillbilly howlers for Columbia last week. . . Johnny Bellville band cutting two sides this week for Signature. . . Kirby Grant, Universal western star, inked by Paul-Arman for four disks to be cut next week on Coast. . . 20th-Fox has bought Duke Ellington's "Mood Indigo" for "Duke Corlier" thematic accompaniment. . . Dave Kark, Decca v.p., back on Broadway after fortnight on Coast. . . Bertie Adams, artist-and-actor chief of Mercury Records, back at Chiff office after quickie to Hollywood. . . Slim Gaillard has cut first four under new waxing pact with Four Star Records. . . Cliff Lang-Rafael Mendez "Symphonic Jazz" album will be cut for Pan-American next Sunday. (7) . . . Johnny Moore and Charles, Blazers waxing up recording sessions at Exclusive Records on Coast over weekend and headed for Texas personals. . . Ken Carson inked by Cosimo Records. . . RCA-Victor will do no waxing on Coast, save several sides of symphony, till Bill Oberst, their west from N. Y. end of April. . . Art Batin, current at Downbeat, N. Y., set for eight weeks at Billy Berg's, Hollywood, starting June 1. . . Bob Graham, Paramount performer, disks two sides for Jewel Records this week. . . Cass Daley teams with Modernaires on four sides for Columbia disks this week. . . Cass Daley set by Decca to chart two sides. . . Rocco Vecchi in Hollywood for weeks' stay. . . "Pope Pauline," 1914 ditty, bought by Paramount for pie "Berils of Pauline." . . Ann Dvorak warbles pie, "Twilight Song" and "Where Is My Heart?" for Andrew Stone production. . . Bachelor's Daughters, Eugene List, the ex-G.I., who pounded piano for Big Three at Potstien Court, will accompany. . . Paul Page disks four Hawaiian tunes this week for Urban Records. . . Joanne McKean waxing four sides for Black & White tomorrow (4). . . Andrews Signet disks four sides for Big Three at Potstien Court, will accompany. . . Then, "tune by Fred Finkelhoff and Sid Silvers, peddled by Shapiro-Bernstein for inclusion in film, "Mr. Ace and Queen." . . Anita Ellis signed to disk for Mercury Records. . . Continues Maudie, who cut eight ditties by Sammy Cadie and June Slayne in Republic pic, "Earl Carroll's Sketches." . . Eddie Skvanev new music director of C. P. MacGregor Transcriptions. . . Former arranger, recently changed his job to inform. . . Benny Rubin album of five disks being readied by 4 Star Records.

### Cavallaro Hit Disks Of 'Polonaise' And 'Concerto' Up B.O. Lure

Another bandleader gathering b.o. stature on the strength of hit recordings is Carmen Cavallaro. Maestro's recent week at the RKO Boston

spins over the guarantee. . . In on a \$10,000-plus plus a profit of \$30,000, he racked a total gross of just under \$41,000, and a few weeks with almost \$10,000 for his end. He was coupled to "Ideal Girl" (U).

Cavallaro's Decca disks of "Polonaise" and "Warsaw Concerto" earned him the b.o. boost.

### PETRILLO OKAYS SEPIA UNION FOR FRISCO

Hollywood, April 2.  
James C. Petrillo last week gave the green light to Negro musicians in San Francisco, notifying them to organize own union and that he would grant charter and same jurisdiction as Local 6 now enjoys in Bay City.

Colored musicians in San Francisco have always belonged to a "subsidiary" of Local, which has white membership only. During 1943 convention of American Federation of Musicians the existence of subunits was outlawed, but the San Francisco thing held on: it is last one in U.S. with exception of Dallas.

For long there has been dissatisfaction with Local 6 among colored who were attached, who could not vote nor have voice in meetings. . . Blount came recently when Local 6 ruled that an old musician could not sit in on recording session with colored performers.

In forming own local, the 400 card-carrying Negro windjammers in Bay City are withdrawing \$10,000 they have paid in dues and fees through the years of Local 6. Al Forbes has been named business manager of the embryonic organization.

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**MONTA MALE**  
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**MY FATE'S  
YOUR HANDS**  
ANDY RAZAF-FATS WALLER

## THE ORIGINAL!!! E-B-O-P-O-L-E-E-B-O-P

Recorded by CHARLIE BARNET (Decca) HELEN HUMME (Philo)

Featured Paramount News Reel by Honey Chile Robinson

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## Songsmiths Plan Self-Censorship

Songsmith Jack Lawrence ("Symphony," "If I Didn't Care," "Sleepy Lagoon," etc.) has proposed to the Songwriters Protective Assn. that a self-regulating song-censorship board be established which will take the onus off the radio networks and any concern over blue lyrics.

Lawrence has written saucy songs, too, besides the above-titled ballads such as "Yes My Darling Daughter" and "Mama Never Told Me," hence knows lyric values from both sides of the censorial viewpoint.

He points out the anomalies of radio's song censorship which, for instance, okays some of the really border, old songs, "Love for Sale" is an instance, which is okayed as long as not done vocally. The SPAs are being told that's ridiculous because the title bespeaks its frankness. And on the other hand, a boudoir intonation to a pop like "Oh Johnny" endows that oldie with values not visible to the naked eye.

TOP HIT OF YESTERDAY  
GREAT POPULAR  
STANDARD TODAY

Bing Crosby Sings  
**IN THE  
LAND OF  
BEGINNING  
AGAIN**

Words by GRANT CLARKE  
Music by GEORGE W. MEYER  
Featured in RKO's  
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## Jazz Begins to Pay Off, Condon Is Sought For School Concerts

Universities and private prep schools are turning into a new source of revenue for Eddie Condon and his jazzmen. In a switchover from regular dance bands to Condon's jazz, several swank schools are offering heavy coin for jazz concerts at their annual dances and proms.

Cheshire Academy, in New Haven, boys' prep school, has booked Condon for a concert at its senior prom on May 30, while a class reunion at Princeton has put \$1,500 on the line for a tune night. Condon's group is also scheduled to play at Hamilton College, N. Y., and Yale University.

Majestic Records has signed Ella Logan and the Three Jones Brothers. Jimmy Lunceford is a recent acquisition.

## Bands at Hotel B.O.'s

Band	Hotel	Weeks Played	Covers	Total
Johnny Pineapple	Lexington (300; 75c-\$1.50)	8	1,525	23,425
Jerry Wald	New Yorker (400; \$1-\$1.50)	1	1,775	1,775
Randy Brooks	Pennsylvania (500; \$1-\$1.50)	5	2,005	10,050
Leo Reisman	Waldorf (350; \$2)	8	2,825	23,250
Ernie Hawkins	Lincoln (275; \$1-\$1.50)	6	830	6,175
Nat Brandwynne	Roosevelt (400; \$1-\$1.50)	2	2,225	4,475
Ray McKinley	Commodore (400; \$1-\$1.50)	5	2,600	11,550

\* Asterisks indicate a supporting floor show. New Yorker has ice show Lexington, an Hinesman floor show, Waldorf, Jean Sablon.

**Chicago**  
Henry Brandon (Marine Room, Edgewater Beach hotel; 900; \$3-\$3.50 min.), Picking up a little; 4,200.  
Frankie Carle (Panther Room, Sherman hotel; 950; \$1.50-\$2.50 min.), Carle split okay 5,000 with Tony Pastor, who preceded, and Ernie Heckscher (Mayfair Room, Blackstone hotel; 350; \$1.50-\$2.50 min.), Okay 2,000.  
Frankie Masters (Boulevard Room, Stevens hotel; 700; \$3-\$3.50 min.), Big up here too, with 5,400 tabs for Masters, Gene Shifflin, and Benny Strong (Walnut Room, Sherman hotel; 465; \$1.50-\$2.50 min.). Lent or no, spot did nice 2,900, with Strong and show.  
Gail Williams (Empire Room, Palmer House; 650; \$3-\$3.50 min.). Still slow, but picking up; 5,300.

**Los Angeles**  
Freddy Martin (Ambassador; 900; \$1-\$1.50). Lent being felt slightly; dropped to 3,000 covers.  
Jimmie Grier (Biltmore; 900; \$1-\$1.50). Special party helped; 4,000 tabs.

**Location Jobs, Not in Hotels**  
(Chicago)  
Gay Claridge (Chez Paree; 650; \$3-\$3.50 min.). Very good 5,200 for Allan Jones, Claridge.  
Johnnie "Seat" Davis (Rainbow; \$1.60-\$2). Third week for new spot, with Davis drawing 8,000.  
Chuck Foster (Blackhawk; 500; \$2-\$2.50 min.). Drew 3,300—up, but only a little.  
Art Kassel (Trianon; \$0.90-\$1.15). Average 17,500 for the south side's top dynasty.  
Henri Lishon (Frolics; 700; \$3-\$3.50 min.). Lishon, Beatrice Kay, Dick Buckley got small turnout; 2,550.  
George Olsen (Aragon; \$0.90-\$1.15). Great 22,500 for Olsen.  
Buddy Shaw (Latin Quarter; 700; \$3-\$3.50 min.). Lou Holtz back in show headlined by Martha Raye; line 5,000.

(Los Angeles)  
Buddy Rich (Palladium, B. Hollywood, 2nd week). Seasonal drop and rainy weather sided slump to 22,500.  
At Donahue (Trianon, B. South Gate, 2nd week). Last week of Donahue off, but not too bad, at 5,750 duets.  
Marty Malneck (Slappy Maxwell, N. Los Angeles, 28th week). Come Lent, come bad weather, still capably 4,000.  
Spike Jones, King Cole Trio (Troadero, N. Hollywood, 2nd and 10th weeks). "Hitting stride first full frame and taking out about 3,900 covers. Best Arras (Circus, N. Hollywood, 12th week). Off just a bit with no complaints at 2,150 covers.

## CAESAR'S \$6,000 YEARLY RENEWALS GUARANTEE

As inducement for renewal of some of his old copyrights, Herman Starr, for Music Publishers Holding Corp., is guaranteeing Irving Caesar \$6,000 a year minimum for 10 years after the renewal rights start. For the remainder of the period, the actually accrued royalty earnings will be paid.

This mean points up the value of renewing old copyrights as they expire.

## Sherrwood-Garber to Open Avadon Dancery, L. A.

Hollywood, April 2. Bobby Sherrwood's band has been signed to share the bandstand with Jan Garber; sweet band for the six opening weeks of the new Avadon Ballroom, Los Angeles. Sherrwood is drawing \$3,000 per or thereabouts, and Garber the same.  
Avadon had offered Harry James, Ray Kyser and several other leaders \$10,000 to tie off the spot.

At the Top of the Record Pile!

# THE GYPSY

England's Smash Ballad Hit!

**LOUIS PRIMA** (Majestic)

**DINAH SHORE** (Columbia)

**HILDEGARDE & GUY LOMBARDO** and His Royal Canadiana (Decca)

**HAL MCINTYRE** (Coral)

**PHIL BRITO** (Merchett)

**SAMMY KAYE** (Victor)

**THE INK SPOTS** (Decca)

**GAIL MEREDITH** (Mann)

**JAN GARB** (Black and White)

**BETTY BRADLEY** (Jewel)

## BENNY CARTER

His Saxophone and His Orchestra,  
Concluded Engagement March 25 at  
Orpheum Theatre, Los Angeles  
Opened March 26 of the  
TRIANON BALLROOM, Los Angeles  
For SIX WEEKS  
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EXCLUSIVE MANAGEMENT  
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## King's Size Never Varies, One Retires, Sis Steps Up

Hollywood, April 2.  
Lonnie King has retired professionally from King Sisters' working quartet and goes east to join husband, Alvin Roy, when he takes his band into Astor Hotel, N. Y., on May 20.  
Although act is currently inactive, it is believed foursome will continue with addition to group of 17-year-old Marilyn King, youngest sister in the family.

## Jack Mass Quits S-B

Hollywood, April 2.  
Jack Mass, Coast manager for Shapiro-Bernstein, resigned last week after five years with the firm. Mass has no plans for future but gave reason for leaving as tired of music business.  
Joe Gramson, from S-B's New York office, replaces Mass. He leaves Monday (8) for Hollywood.

Transcriptions

**LES BROWN** (World) **PHIL BRITO** (Associate)

**FRANKIE MASTERS** (Longworth) **BOYD BAERUM** (Standard)

**AIR LANE TRIO** (Longworth) **HARRY HORLICK** (Muzak)

## LEEDS MUSIC CORPORATION

**AL GALLICO** (Prod. Agr.) **DON GENSEN** (Chicago) **GOLDIE GOLDMARK** (Hollywood)

## 17 Major Chi Clubs Operating Sans Licenses Due to Code Infractions

Chicago, April 2. Seventeen large vaudeville nightclubs among them the Silver Club, Rio Cabana, Colosimo's, Club Alabama, Liberty Inn, Silver Cloud and Club Charming—were revealed last week as operating without licenses because applications were turned down by fire and building commissioners. Chi Times pointed out the laxity of local officials after an investigation.

It developed that the spots are running on "permits" which are only receipts for license paid the city by the ops. with license held up due to inadequate fire prevention measures, violation of building laws, and inadequate sanitation.

Police Commissioner John C. Pendergast, notified of the violations, said he'll handle with corporation counsel Barnett Hodges on closing the spots, if it can be proved city council hasn't authorized operation on the "permit" basis until the clubs meet inspectors' regulation.

Other spots being investigated are the Casablanca, Tradescant's Club, El Mocambo, Playhouse, Greyfriar Village, Majestic, Netherland Club, Eve of the Winds, Cuban Village and Winkin' Pup, all of which hire talent.

It was reported by City Hall as

tales that in many instances spots aren't licensed because of a minor violation; however, they're permitted to operate on the "receipt" basis till the violation is eliminated. This, however, is contrary to the receipts issued, on which is printed, "This is not a license."

### Montreal Nite Life Upset By Investigation Into Model's Strange Death

Montreal, April 2. Montreal's swankiest niteries and lowliest bistros were fine-tuned—combustion during the last few days as a result of the death of 48-year-old former model Marie Aurore Tessier. Crime is threatening to shake this burg's cafe society to the rafters. Miss Tessier was a former Miss Montreal.

Model was found dead in her sumptuous west end apartment Monday (25) with police claiming suicide a possibility. Among clues picked up by the gendarmes was a torn nightgown photograph taken in one of the local bistros. Police pieced together the picture, but face of one man was torn out. Dicks then started combing the niteries and club palaces. Photographers negatives and discovered the Samover to be the spot where picture was taken.

Among the dead model's collections were hundreds of night spot pictures said to contain faces of many men high up the social and political ladder. During the past week the cops were out in full force, approaching many tables in niteries and asking certain parties to step around to managers' offices for a little talk.

### MIDNIGHT CONCERTS AT TOWN HALL, N.Y., CLICK

Debut concert of Josef Marais and Miranda, South African folk singers, at Town Hall, N.Y., last Saturday night 500 drew a near-capacity house of 1,000 and grossed \$3,500. Concert started at the unusual hour of 11:30 p.m., but the lateness jibed with the informal mood of the music and the patrons. On the basis of this date, Ted Zittel, the promoter, is scheduling 10 midnight recitals at Town Hall next season.

Marais, accompanying himself with a guitar, and Miranda, with a pure and fluent soprano voice, worked through a program of 25 short ballads sung both in English and their original languages of African, Dutch, Flemish and French. Customers responded with unusual zeal and forced the duo into three encores.

### Terrace Room, N.Y., Redec OK by April 25

Redecoration of the Terrace Room of the New Yorker hotel, N.Y., will be completed by April 25, when the spot will debut its newest ice cream. Walter's band is current and stays through the new blade revue. Decorators have been at work do-over the Terrace Room for several weeks, without disturbing its operation. Large drapes are suspended, the progressing work, which is being done nightly.

### Saratog Lake

By Happy Newway

Saratog Lake, N.Y., April 2. May Taff elated over the surprise visit from hubby.

Rose Hanken was handed a 10-day furlough, which she'll spend in New York.

Madeline Kimmelf in from the south to chat with her sister, Lee, at the Blue Rogers, who has been moved to switchboard operator. Loretta Munger in from Albany to visit James Wotton, who is flashing spot.

"Duke" Huntington reads a nod for his many kind notes to the less fortunate of the city society. Jimmy Johnson in for a weekend to visit his former sec'y Margie Regan, who is making nice comeback.

Bob Herron, magician, recently bedded with flu is up and around again.

(Write to those who are ill.)

### Revival of Blue Laws Upset Mont'

Montreal, April 2.

Saturday (30) was a black day for niteries here when the provincial government stepped in to enforce an old-time "no Sunday show" law which has lain dormant for some time but which is revived every so often. Montreal nightspots have been running their regular second show for the Saturday even trade at any time from 12:30 a.m. onwards to 3:00 a.m. Saturday morning, however, the clubs were advised that no show would be permitted after midnight.

Clubs had no choice but to enforce the ruling and in most spots the second show was canceled. This had immediate effect on biz, many customers electing to move out instead of sitting around. Result was that a spot like the El Morocco, for example, which is usually still going strong at about 3 a.m., was practically empty at that time.

As far as could be learned by Variety, the authorities were docked for not doing a second Saturday and early Sunday show. What future will hold if the government is determined to uphold the law, it is difficult to say.

### Dance Team Rapped For \$800 by AGVA in Niteries Booking Battle

Jesus and James, dance team, came out on the wrong end of a breach of contract action brought by Ed Callahan, operator of the Latin Quarter, Covington, Ky., at American Guild of Variety Artists last week. Arbitration board, chair-manned by Ted Claire, and including Frank Ross and Rex Barton, awarded the niterie operator \$800 damages after ruling the team had breached contract with the spot.

James had been booked into the Primrose Club, former site of the L. Q., last January for two weeks. They failed to show up. Several weeks later they appeared at the Lookout House, rival spot in the same town. Upon complaint of Callahan, AGVA imposed the \$800 they were to receive for the two weeks, pending arbitration. Look-out House, however, had advanced the team \$300 on an IOU.

Arbitrators ruled that this also be paid by the team, and both claims were paid off out of the money AGVA had imposed.

Slide Bros. Fined \$250

Slide Brothers, currently at the Latin Quarter, N.Y., were tagged with a \$750 fine by American Guild of Variety Artists last week after having been cited for "conduct unbecoming members and attempting to impede the progress of their union. Act failed to walk out of the L. Q. some weeks ago when ordered to do so by a rep of AGVA. Matter stems back to last February, when the union decreed that Lou Walters, operator of the niterie, would have to pay performers for Mayor O'Dwyer's Feb. 12 curfew whether or not performances were given. According to AGVA, money was not paid when ordered, and acts were pulled out until places were made. All but the Slides stayed the edict.

## AGVA Drops Salary Security From Two to One Week After Owner Beefs

### Good Idea

Eddie Rio, formerly a comic, who turned agent in Hollywood, hopes to make his talent scouting expeditions pay off.

He's asked Miss Ingalls to book him around so that he can eye acts in various towns.

### Philly Benefit Nets 60¢ After Paying Talent \$40,000 in Salaries

Philadelphia, April 2.

Capacity house—approximately 13,000 persons—laid \$111,000 on the line for an all-star longhair concert for the benefit of the milk fund of the Golden Slipper Square 17th and Convention Hall here last Wednesday evening (27). With about \$40,000 paid for talent, charity benefited to the tune of about \$60,000 with rest of expenses deducted. House was swarmed from 8 to 12.

Show included Oscar Levant, Gladys Swarthout, Don Cosach, Chorus, Edy Pina, the S. Hurk Theatre Ballet and the Philadelphia Orchestra. Gate was the largest ever collected for a similar event and was in line with the circus in charity events in Philly. Instead of trying to collect talent on the cuff, organizers had the biggest shows and selling more tickets with charity collecting more dough in the end.

A few months back, Deborah Sanitarium bought a show headed by Danny Kaye for some \$30,000 and was netting about \$40,000 above expenses for show also held in Convention Hall.

### RINGLING FIRE CLAIMS SOON TO BE PAID

Hartford, April 2. As soon as \$85 remaining suits against Ringling Bros. circus, are acted upon the first dividends on fire claims will be paid. To date, 458 awards have been made to victims and estates of the disastrous circus fire of July 6, 1944.

Awards of \$1,334,550.85 have been made in death cases and \$1,944,924.84 in 308 injury cases. Total of \$3,279,475.69. Decisions in the 85 remaining cases are expected to bring the total \$3,700,000. Claims are expected to be liquidated within a month according to Joseph F. Berry, counsel for the circus.

Some \$807,920 is now on tap to meet claims and within a week or 10 days upwards of \$200,000 will be paid into the fund by the circus.

### Gen. Clark Asks H.O. of USO's 'Shuffle Along' Uni

"Shuffle Along," USO-Camp Shows unit with Noble Sissie, will remain in the East in order to pay for troops in Vienna on Army Day. Layout will then return, to the USO, after extended April 26. Gen. Mark Clark had requested that unit's stay be extended for the Army Day program.

### Magics' Own Oscars

New magic org. Magicians' Lunch Club is planning its own version of the Academy award, the Houdini trophy, to be awarded the magi for contributions most to the field. Group, sponsored by Richard Timber, band leader who is an accomplished magician, had its inaugural meeting (25) at Tony's, 1000 Broadway. Other honorees, Walter Gibson, Dr. Farwell, Jerry Ross, Cantu and Gull-Galli attended the first meet.

### Philly Weekend Vaude

Two weekend vaude stands open in Philadelphia within two weeks. Outing theatres at Woodside Park and Willow Grove Park open April 14 and 21 respectively. Both use five name vaude acts.

Eddie Sherman's Philadelphia office books.

Charlie Hart has joined the legal department of Consolidated Radio Artists. He was formerly producer of vaude and cafe shows.

American Guild of Variety Artists has lowered its performer-salary security required from niterie operators to guarantee payment of acts instead of two weeks. AGVA is now requiring but one week each security. New ruling, made by Matt Shively, national head of AGVA, will obtain nationally.

Modification was made after some of the smaller operators claimed an unnecessary hardship was being imposed upon them. There had also been some beefs from the ops that AGVA was profiting by interest derived from such bond money. This was negated by Shively, who explained that the money is deposited in a trust account at the Irving Trust Co., N.Y. and had no interest value.

National AGVA notified all branches of the new ruling as of last week.

Low E. Fosse has joined the cocktail department of Music Corp. of America. Recently discharged from Army, he headed his own talent office in Columbus, Ohio.

## "CAPPELLA" AND "PATRICIA"

... the beauty of their always artistic performance ... her exquisite beauty and grace ... and his expert handling, carried them to splendid appreciation. Their *Patricia* is a joy to see. They are top draws!—Herschell Hart, Detroit News.

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MARTIN ALAN BOLDEN "ADMIRAL" to show in pictures coloration—must be a former showman. N. BELMONT, 200 E. 104th St. BROWN H. N. Y. C. 40 Queens.

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HOW AM I  
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MR. PRESIDENT?

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ASKS...

# "Sugar Chile" ROBINSON

**THE NATION REPLIES:** Never in the history of show business has America taken a personality to its heart as instantaneously as it has "Sugar Chile" Robinson. Never has an unheard of seven-year-old child, or for that matter anyone, skyrocketed in so short a period of time from obscurity to national fame and a place among the country's outstanding boxoffice figures. Ever since his initial appearance, "Sugar Chile" Robinson has been topping boxoffice records as though they were a set of building blocks. His zenith is yet to be reached, and his only limitation is the limit of the human imagination.

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**\$44,000** First Week  
**\$38,000** Second Week  
(A NEW RECORD)

**REGAL THEATRE, Chicago-**  
**\$36,000**  
(A NEW RECORD)

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*Take your cue from your leading man!*

# Revlon's "Bachelor's Carnation"

NEW COLOR

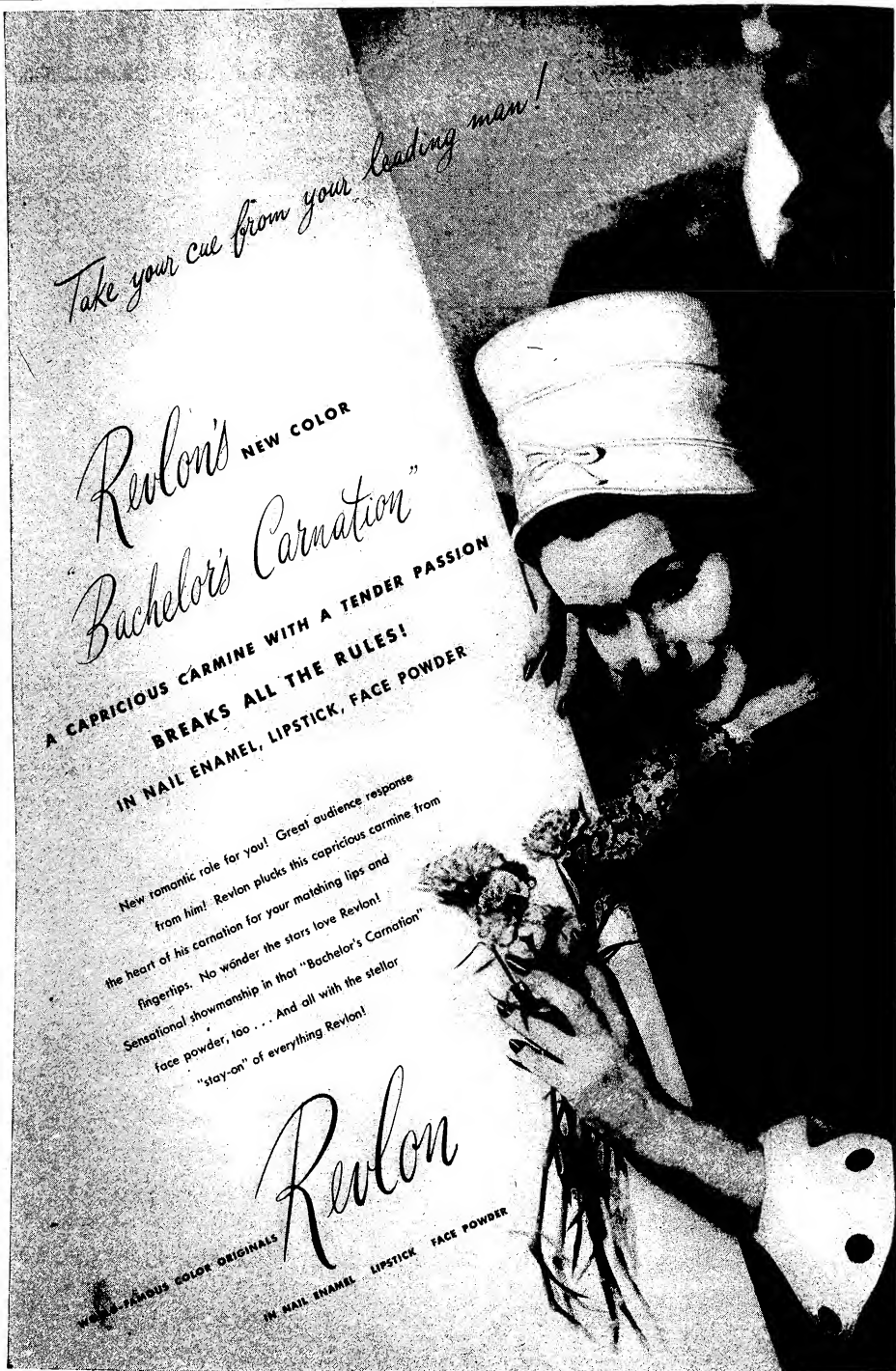
A CAPRICIOUS CARMINE WITH A TENDER PASSION  
BREAKS ALL THE RULES!  
IN NAIL ENAMEL, LIPSTICK, FACE POWDER

New romantic role for you! Great audience response from him! Revlon plucks this capricious carmine from the heart of his carnation for your matching lips and fingertips. No wonder the stars love Revlon! Sensational showmanship in that "Bachelor's Carnation" face powder, too... And all with the stellar "stay-on" of everything Revlon!

# Revlon

WOMEN-FAROUS COLOR ORIGINALS

IN NAIL ENAMEL LIPSTICK FACE POWDER











Mr. and Mrs. Dave Cantor. Hollywood, March 27. Father western exploiter for RKO.

Mr. and Mrs. Earle J. Pudney, Scheuette, N. Y., March 27. Father is asst. program manager writer-producer at WGY.

Mr. and Mrs. J. J. Murphy, daughter, Hollywood, April 1. Father is film production executive.

Mr. and Mrs. Edward Lachson, Boonton, N. J., March 31. Father is operator of State theatre, Boonton.

## BIRTHS

Mr. and Mrs. George Price,  
New York, March 31. Father is  
cry and vaude come.

Mr. and Mrs. James A. FitzPat-  
daughter, Hollywood, March 31.  
Father is Metro producer of "T  
eltalks."

Mr. and Mrs. Keith Douglas,  
Santa Barbara, March 27. Father  
a screen player.

Mr. and Mrs. William Zellfus,  
Honolulu, March 15. Mother is  
former Dorothy Glass, who use  
dance with the 3 Queens.

Mr. and Mrs. Jack Witham, da-  
ter, Pittsburgh, March 29. Father  
an announcer at KQV.

Mr. and Mrs. Ezra Stone, da-  
ter, Philadelphia, March 29. Father  
is legit-radio actor.

Mr. and Mrs. Dave Cantor. Hollywood, March 27. Father western exploiter for RKO.

Mr. and Mrs. Earle J. Pudney, Scheuettey, N. Y., March 27. Father is asst. program manager writer-producer at WGY.

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# "Be Lovelier Tonight!"

"My Beauty Facials  
bring quick new  
loveliness"

*Rita  
Hayworth*



"First work Lux Toilet Soap's creamy lather well into your skin," says lovely Rita Hayworth. "Feels like smoothing beauty in! Then rinse with warm water, a splash of cold. Pat gently with a soft towel to dry. Now skin is softer, smoother, takes on fresh new loveliness."

Don't let neglect cheat you of Romance. This gentle beauty care Rita Hayworth recommends will make you lovelier tonight!

In recent tests of Lux Toilet Soap facials by skin specialists, actually 3 out of 4 complexions improved in a short time!

*You*...ness that wins Ro...  
...the Anti-lather  
...give bath fresh new beauty.

**FIGHT WASTE**—Lux Toilet Soap uses vital materials. Don't waste it!

**9 out of 10 Screen Stars**

**use Lux Toilet Soap—Lux Girls are Lovelier!**



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VOL. 162 No. 5

NEW YORK, WEDNESDAY, APRIL 10, 1946

PRICE 25 CENTS

# BROADWAY THEATRE SHOW BIZ

## Stylized Comedy Pattern Is Beginning Of the Tune-Out, Sez Goodman Ace

By ABEL GREEN

Goodman Ace (Easy Aces), himself a radio star and topflight radio scripter, takes the entire structure of radio showmanship to task as it exists today. "In this era where every sponsor is over-sold and under-supplied," he argues, "why can't he do something about furthering the standards of radio at a period when he can afford it, and insure himself for the future?"

He continues, "Why all the palaver about a 5 or a 10 Hooperating? They've got nothing to sell anyway, so nobody could get hurt and many could be helped. Now if they built up radio against a time when they can sell consumer goods, it would be smart two ways—smart showmanship and smart merchandising."

"But what happens? Just when they're tired of the comic in show they're going to need his assistance to meet competitive markets, and everything will thus fall flat on its face."

(Continued on page 71)

## Nothing Feels Public's Fast-Spending Dollar

Like the Nightclub

Like the yesterday saloonkeeper or tavern-owner, who was potent in local politics, and often a power in community affairs, today's nightclub owner knows his stuff when it comes to break economics. Nothing feels the public's fast-spending dollar like a night-club and by the same token none detects its recession so fast.

One asks the cash bunch today.

(Continued on page 71)

## 'Mr. Broadway' Peace-Pipe For Bogart and Warner

Hollywood, April 9.

Humphrey Bogart and Jack L. Warner will meet this weekend to discuss the actor's suspension and attempt to kiss and make up.

Understand suspension will be lifted and announcement will be made simultaneously that Bogart will play the title role in "Mr. Broadway," the stage of Vanneer's Sime Silverman.

## Bill Robinson's 60th Anniversary to Be Humdrum

Bill Robinson's 60th anni in show biz will wind up April 29 with as comprehensive New York review as ever, being a single showbusiness detail. Carl Erbe, handling the event, has arranged for a nationwide air hookup with presentation of a plaque, "Legends by Time, Life, Newsweek, N. Y. Daily News, and a spot on "We the People."

Mayor O'Dwyer, temporary chairman of the committee to honor Robinson, will participate in the event.

## Petrillo Parlay

Is James C. Petrillo, head of the American Federation of Musicians, in a stall or rehearsing for the role of the knight in shining armor?

Question was cut last week by U. S. Senate passage of the anti-Petrillo bill 111, following House adoption and the certainty that President Truman would sign the bill, making it law.

News of Petrillo against the field is handled in the Picture section, P. Radio, P. 38. Petrillo's adoption and the certainty that President Truman would sign the bill, making it law.

## Crosby's Fast 150G If ABC Deal Jells

Expectations are that Bing Crosby's plans for next season will be wrapped up within the next 10 days. Host bidder at the most is Texaco, which has high hopes of winning the crown, although Ed Noble is still in there pitching with a stock deal on behalf of his ABC network.

The ABC deal, it's reported, goes like this: Crosby will be allowed to buy 10,000 shares of the web stock at \$15 a share. On a declared dividend he would be given a two-for-one split, thereby enabling him to sell 10,000 shares at \$15 and still retain his original 10,000 shares. Inasmuch as Crosby needs the cash, for immediate tax purposes, this device would net him a fast \$150,000.

Legality of the move is reportedly now being studied by the Grozner's tax expert and attorneys.

## Knife Used in Dance

Tangles Act With Buff. Cops on Weapons Rap

Harold Tinsley, night club entertainer, was haled into City Court here on a charge of unlawfully possessing a dangerous weapon. Tinsley was alleged to have brandished a large jungle knife menacingly while performing an exotic dancing act.

After demonstrating to City Judge Chipman how the weapon was used in the dance, he was discharged with a warning "you better not use that thing in your act any more."

## Hepburn's B'way Yen

Hollywood, April 9.

Katherine Hepburn will return to Broadway upon completion of two film commitments at Metro.

Actress announced she would head stagewards after finishing "Undercurrent" and "Sea of Grass."

## HAMMERSTEIN'S SIX EGIT HITS

Veteran Broadway showmen were busy this week thumbing their files to see if there's any parallel in legit annals for the one-man show biz dynasty comparable to the Oscar Hammerstein II saga.

When the Ethel Merman musical, "Anne Get Your Gun," opens at the Imperial on April 25, Hammerstein will be represented on Broadway by six producers. Five of the shows have already chalked up smash records, and the sixth, "Anne," is heavily touted and with his own four-way parlay, Richard Rodgers is no slouch, either.

Computing Hammerstein's multiple annual gross earnings taking in his pic, recording, ASCAP, et al., royalties, he conceded, would stagger a crew of certified public accountants and tax experts. Added to his legit earnings, he probably rates him in the top coin class in America, in and out of show biz.

Hammerstein is co-producing of "Anne" along with his collaborator, (Continued on page 71)

## \$2,000,000 to Air Big League Ball

With the first postwar baseball season teeing off April 16, every major league ball club is geared to have home games played play-by-play and the majority of the 16 teams will be getting a home-and-away airwave treatment.

Sponsorship program this season is calling for an estimated outlay of \$2,000,000, with Atlantic Refining alone bankrolling the coverage of five teams with a half-million coin outlay. Old Gold and Fabst Brewing are two additional outfits sinking into the coinbox and airwaves this season.

A town-by-town description gives the following national picture. In New York, where the density of (Continued on page 70)

## \$1,500,000 Guaranteed to Sinatra By Metro on Five-Year Contract

### Good Gag, Anyway

Washington, April 9.

Broadway success of "Magnificent Yankee" is interfering with personal plans of Natalie Schafer, according to word here from Coast.

Latest wife of Louis Calhern, who has been trying for a divorce, complains to friends that her lawyer has been most reluctant since he asked to N. Y. and saw "Yankee."

The guy thinks I'm married to Oliver Wendell Holmes," she says, "and can't figure out why I want to quit such a fine man."

## Gary Cooper Gets 500G for 1 Pic

Hollywood, April 9.

Gary Cooper becomes highest paid motion picture actor per production in world, with his current deal for "Cloak and Dagger," which United States Pictures is making for Warner Bros. release. Cooper is guaranteed \$500,000 for his share of the picture on a basis of 10% of the world gross it will do. Film is reported budgeted at \$2,250,000, without studio overhead charge, and Fritz Lang who is directing it, is getting a reported \$150,000 for his share.

Film which Milton Sperling and Joe Bernhard, who head U. S. Pictures, are producing, is being financed by Warners, with the producers said to be in on percentage of profits also.

## Rep's Ringing Circus Pic

Republic Pictures and the Ringling-Barnum & Bailey Circus are reported set on a film deal having to do with the Big Top.

Frank Sinatra's new contract with Metro involves a guarantee of \$1,500,000 to the singer over a five-year period, whether he makes pictures or not. Agreement, which has been in the works for eight months, is still not signed, but its terms have finally been agreed upon. It is retrospective to Jan. 1 last.

According to the deal, Sinatra is guaranteed \$300,000 a year for two pictures per year, but the coin is payable whether or not the films are made. It also allows him to do one outside picture a year, with RKO getting first preference on the latter due to the fact that RKO had him under contract first and let him go to Metro. Another term of the deal allows the singer to do 16 radio guest shots a year.

As for the music from his pictures, Sinatra and Metro have agreed that the scores from his films will alternately go to Metro's publishing affiliate, the Robbins combine, and Sinatra's own publishing firm, Barton Music. Latter outfit will handle the score of the next film the singer will do, which will go before the cameras May 10.

Sinatra returns to the Coast this weekend. Understood he's also set in principle for renewal with Old Gold on the radio.

## Music Pubs Would Recruit Truman As Pianoing Plugger

Hollywood, April 9.

President Truman's widely-publicized pianities have resulted in the White House being virtually deluged with copies of new songs. Music publishers are hoping that the President will latch onto one, with resultant publicity.

Bill Hassett, one of Mr. Truman's secretaries, answers each communication accompanied by a new song with a dignified form note that just states: "Thanks for sending a copy of the song."

Just Concluded

## RECORD BREAKING CONCERT TOUR The Hour of Charm

All Girl Orchestra and Choir

Conducted by Phil Spitalny

SEE PAGE 3

# Trammel Sees Tele As Star Feeder For Hollywood, FM As Main Duplicate

Hollywood, April 9.—Television as a "feeder" for the popular young players is foreseen by Raymond, NBC's chief engineer, at the functions of the new electronic art that should have an especial appeal for Hollywood. "We are in a big sound and we can do it with light," he declared, adding that the film industry would find it profitable to make pictures especially for video.

NBC's television station here, if the petition is approved by the Federal Communications Commission, will be in operation by the fall of 1947. Trammel said, transmitter site is in Queensbury Park, about 10 miles from Mt. Wilson, and the highest elevation in southern California. He estimated that the transcontinental coaxial cable would be ready by 1949.

Color television is still in the laboratory and five years away, he quoted NBC engineers as saying. New equipment will be necessary for the transmission of tinted images, and until standards are established no one knows how to proceed, he declared.

**Profit In 3 Years**  
Trammel is hopeful that after the first three years NBC's television effort will begin showing a profit. He quoted manufacturers as saying 300,000 receiving sets will be sold by the end of the year, barring further war stoppage, and that there will be 1,000,000 sets receiving television programs.

Frequency modulation can be rapidly developed only through the duplication of programs broadcast on standard bands, he said, and defined FM as merely an improved method of transmitting sound. The reaction of James Cagney, however, over the jumble of both television and FM, and the fact that the station is retarding the full development of both.

Frequency modulation as a production center will be greatly enhanced with the advent of television, he said. Trammel said that the completion of NBC's two studios there will be a further influx of big talent to the city. It's the only national development with the great concentration of stars here, and television broadcast, must follow the talent.

Trammel left here today (Tues.) for San Francisco to pass a few days before returning to New York.

## Butter and Nylons Bingo Big Opposist to Theatres

St. John, N. B., April 9.—Whether you liked it as bingo or beano, it has developed into formidable opposition for the theatres both sides of the U. S.-Canada border in the east. Particularly, showing the promoters are offering butter and nylons as the chief prizes. The butter is especially alluring to residents of the Canadian side of the line where the rationing volume is very low, the supply is short even in Ontario compared to the States where it has gone up. The nylons also have top appeal. Bingo is being held on both sides, but the butter and nylons are available only on the U. S. side. Other lures include electrical appliances, furniture, vacuum cleaners, toiletries, electric razors and also cash. Halls in which the games are played are jammed to capacity and many are playing while standing.

The easing of border crossing restrictions in recent months has been followed by greatly increased movement from the Canadian to the U. S. side, and return. During the war years, this movement was down to very low total. The modification of restrictions has stimulated patronage for the theatres on the U. S. side, but the Anglophone has become the insect in this gravy. It effects the theatre within about 25 miles of the border on both sides. The attraction being made by motorboats, sailboats, canoes as well as by cars, trucks, buses, motorcycles and on the bicycle.

## Grace Moore Abroad

Opera singer Grace Moore flies to Europe for a five-week concert tour next Monday (14), accompanied by her husband and business mgr. Valentine Parisi.

She will include appearances in London, Paris, Milan, Florence and Rome.

## Sports Shorts

Floyd Ottum building 9-hole golf course on his Indianapolis (Ind.) ranch but will make it available to the countryside for the usual green fees. "Toots" Shor has the Broadway bunch getting more building contracts. He has chances against the champ, a Shupac Maxie Rosenblum, plane service to and from the Kentucky Derby and admission to clubhouse for \$10 expected to be oversubscribed. After the circus leaves there will be fights weekly at Madison Square Garden on succeeding two Saturdays. Famous Fanny for the start of the 187-day racing season. Saratoga will open late and Empire. No daily-double in New York.

## COLBERT-COOPER TOP 'STATE OF UNION' PIC

Hollywood, April 9.—Paramount will co-star Cagney and Colbert and Cooper in "State of the Union." Ralph Bellamy and Ruth Hussey created the Broadway original. Play was purchased ahead this year on a \$300,000 advance against 50% on a \$300,000 advance against 50% for the Landay & Crouse Broadway hit is expected shortly. The picture will be produced by 1948 Production Company.

## Real H'wood Whodunit Turns Into So-Whatter

Hollywood, April 9.—Hollywood has a sensational murder case on its hands for about 24 hours while the police and the downtown newspapers enjoyed a full day over the death of an electrician, Edward W. Gray, on the General Service studio after a party to which he had been invited.

On the picture, "Angel On My Shoulder," was enhanced by the discovery of the body at the bottom of a 65-foot backdrop depicting the body of a woman. The picture was taken at 6 p. m., and threw a party on the set, an old lady.

After a lot of eight-column topics on the front pages, it was discovered that the film names had the lot at 8:45 p. m., when the liquor and entertainment has ceased. The body was found at 11:50 p. m. Coroner's verdict was that the victim fell off the set. Alcoholic content.

## Montgomery's Back But Garson Hasn't Got Him

Hollywood, April 9.—Meiro is testing, as a replacement for Robert Montgomery who walked out of "Hellcats on the March" after argument with George Cukor, director. Picture has been shooting since March 15 with Cukor as co-star. Most of the footage will have to be refilmed.

Hat, a star of "Dark of the Moon," shifted from Broadway to Hollywood under contract about 10 days ago.

## Jap Pix Kisses Spread Value of Democracy

Tokyo, April 9.—Japanese film industry came in for a most catatonic moment last week, when a Nip producer, heeding the suggestion of General MacArthur himself, instructed the hero to make a "kiss" with the leader of the heroine in a little movie titled "Diary of a Bridegroom."

General MacArthur. It seems, made observation that Jap motion pictures should include kissing scenes, as a big step toward democracy, and this was the first time a Japanese film studio, who decided that the general had something there.

## 199th WEEK!

### KEN MURRAY'S "BLACKOUTS OF 1946"

El Capitan Theatre, Hollywood, Cal.  
An Orville, capacity house all week.

### WALTER WINCHELL.

El Capitan Theatre, Hollywood, Cal.

### Geo. Raft, Bill Gargan

### Bid for Vaude Dates;

### Raft Asks 10G Per

George Raft and William Gargan are being submitted to vaudeurs by the Paul Small agency. Raft's price tag has been set at \$100 weekly with Gargan's valuation not yet set.

Both have made previous vaude appearances in New York and appeared at the Strand theatre, while Gargan played the Capitol.

## Mutual's 'Queen' Bally Leaves Chi Loop Go-Go

Chicago, April 9.—

Chi's Loop traffic was blocked for over four hours Tuesday (8), as 200-000 screaming women, only partially deterred by 74 specially assigned cops, pushed, shoved, and tore at each other for a crack at the given-up show on Mutual's "Queen for a Day," airing from State and Madison streets, the "busiest corner in the world." Crowd was the largest to see one place in Loop track history, and probably the largest ever to view a straight commercial air show.

Promotion stunt, engineered by the publicity department in conjunction with the State Street Council, broke all the local dailies and was covered by all newscasts and wire services. Shot was the climax to "Queen's" five-day Chicago stay. During which time previous day's shows were aired from the 5,000-seat Chicago Arena, jammed to capacity for each occasion.

Guesting for the stunt were Olsen and Johnston; Dick "Two-Ton" Baker, WGN music-master; and the College Inn Models. Entertaining before the regular program, they were covered by all newscasts and wire services.

"Queen" for the day was an elderly widow who offered to give up her four-room apartment to a homeless ex-serviceman and his bride. An unidentified Army Warrent Officer denied the story, saying as it pulled away and was given the place.

## Bernstein's 2 European Flights Within 30 Days

Leonard Bernstein will fly to Europe, WGN music-master, and to fill guest spots with symphony orchestras.

Hearty Y. conductor will fly to Prague May 4 for the International Music Festival (14-18), and return. He'll leave again for London for a guest assignment with the London Philharmonic.

## Margie Into Celluloid

"Margie" is slated for a film title when 20th-Fox gets around to making it. The picture's first song hit has been bought for \$15,000 although no immediate production is planned.

Same company bought "Star Dust" some time ago for a film title, and Cap. will lift the matter up to \$100,000, but likewise has yet to make it.

## Saratoga Seeks Names

Saratoga is already shopping for names for the racing season. 31. Despite comparative brevity of the season, run their top talent is considered a necessity.

# The Berling Point

By Milton Berle

Whatta week! On Saturday Joyce and I started on our spring cleaning—we went up to the attic and I went down to Jamaica... Oh, those horses... This year I've got them just where they want to be. Every horse has a system for beating the horses, so I evolved a new method called the Berle Plan... This leads to an older method, The Morris Plan... I had a horse that was first in the second race, second in the third, third in the fourth... He came in second in the fourth... They've made a big improvement in the jockey-mutual machines... So they can be easily recognized, they're painted in a certain color. I had a snake bit on my arm, on another horse that must have been in the stretch, goes over to the mutual window and places a bet on the winner—theat's too much.

## Cant-to-Coasting

The Carnival has been so crowded this week they've had to serve side-aisle shows... The Carnival is so far from the Capitol... Only a "Harvey" show... That's a very tired joke... Dropped into Kellogg's for breakfast... had six bagels with Five Maxellens... Went to Les Motimes' opening at the China Doll... A Chinese nightclub was a wonderful idea... where else can you have dinner, see a show and get your shirt torn?

A certain gag writer in town listens to the radio so much he just insured his ears for \$30,000.

Hotels in New York are so crowded Maria Kramer is stopping at the Astor.

Saw the Adams-Plant-Camozetti socko commo opening at La Martinique... there were so many actors in the audience it looked like the waiting line for the Metropolitan Opera.

Ran into Myron Cohen—if his English keeps improving he'll have to lay-off.

Spotted the first Robins yesterday... Jack.

Jackie Rogers had a new suit written... with special pockets for scratch sheets.

A recent play on Broadway had to close after three performances because of bad language—by the writers.

## The Great Will Mays

They named a resort in New York after Ray Millaud... Ray Beach. I know a radio producer who christened his son in the morning and repeated it in the evening for the next week.

Len Stern tells me he's now writing for a comedian named Sam Lapidus who tells stories about Lou Loh.

## There's No Such Thing as the Rubber

That B. S. Pully is going to reopen the Bradford-Rose in Boston... That the Carnival is hurting Ringling Circus business at the Garden... That it takes Bing Crosby so long to make a picture because he rides to work... That Fred Astaire is going to be a kangaroo orphan asylum... That George Jessel has had his picture printed on his amputees... That the reason David Burtka got killed in the first act of "Million Dollar Baby" is because the producer can't afford to pay him for the second act.

## Old Jokes At Home

Paul Dennis knows a showgirl who leads such a wild life True Story magazine has an opinion on her dreams.

Sally Yelinski has written a new song called "I'm Under a Doctor's Care—Who Doesn't Care."

Benny Davis returned from Florida with a new melody of gin rummy pads.

When Jesse Block left over the owners, Benny Fields was playing Lorna's Studio as he returned last week. After 11 months, he said that Fields was playing the State, so he rushed in, changed, and shouted, "Congratulations, Benny—11 months—whatta run, whatta run!"

## Haggard Delights

Barry Gray: Pick-a-Rick: Fred Astaire: Rathbone... Mervyn Duggan: Legs-Eden... Phil Barker: Quiz-whoo... Orson Welles: Drink to Me Only With Thine I... Dennis Day: Tibbet-inhibit.

## Mother's Day

Hollywood, April 9.

While helping Warners with the film rendition of "Life With Lucy," Howard Lindsay and Russel Crouse took a day off to write the first draft of a new pig play, "Lunch With Mother."

## TODD DUNCAN SET FOR AUSSIE-N.Z. CONCERTS

Todd Duncan has been signed for a concert tour of Australia and New Zealand—the first prominent Negro artist to do such a tour.

Duncan will fly to Honolulu for a five-month tour, starting in May.

## Gibney Flashbulb Gal

Hollywood, April 9.

Feminine night club photos, spotted by Joe Pasternak, when she tried to tell him on a picture of himself and his wife, was asked to a Metro tent player paid by the producer last week. Gal is Mary Stuart, who played in flashbulbs at the Roosevelt Hotel, N. Y.

## Bob Hope's Wartime Humor Will Be Waxed

Hollywood, April 9.

Capitol Records is issuing shortly a parcel of disks made by Bob Hope. In some of the material, Hope will be comic's humor as expressed during wartime tour of Army camps.

Cap. will lift the matter up to air-checks, with radio commercials (deleted with exception of one blurb, for "Pocahontas").

## Biscuits will be pop-piced,

and complete programs are being used. In his new departure, Hope will be asked Hope's radio sponsors for permission to try the stunt, and complete being in standard radio style he would get from ordinary dact.

## MEMPHIS FELD MILK OF HUMAN KINDNESS

Memphis, April 8.—With a couple of exceptions, milk is important characters drink, the touring company of "Dear Ruth" arrived here the past week (4) at the height of the milk strike, which has cut off town from all source of supply.

Fearful lest milk-thirsty audiences might take umbrage, Ellis Auditorium management arranged in advance that the liquid drunk on stage during the local engagement would be phony, not the McCoy. It was, too.

## Feminine Night Club Photos

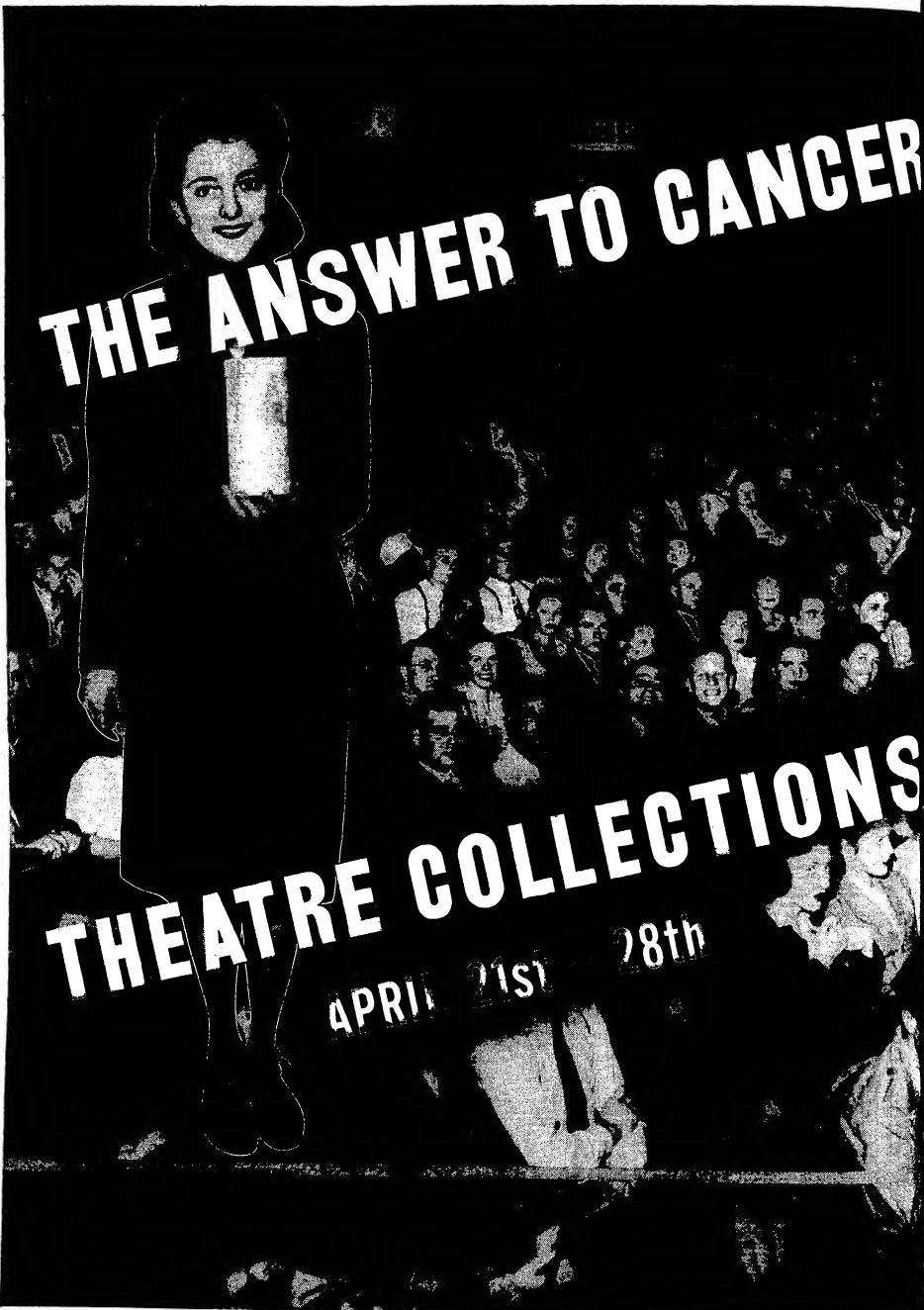
Spotted by Joe Pasternak, when she tried to tell him on a picture of himself and his wife, was asked to a Metro tent player paid by the producer last week. Gal is Mary Stuart, who played in flashbulbs at the Roosevelt Hotel, N. Y.

## Al Schacht Nixes \$1,250 A Weekly As A Nitty Act

Al Schacht nixed a nitty act. \$1,250 offer at Lou Walters' Latin Quarter, N. Y., around the time the baseball season opens.

He was in standard radio style he would get from ordinary dact.





THE ANSWER TO CANCER

THEATRE COLLECTIONS

APRIL 21st 28th

## GIANT BENEFIT SHOW!

In world-famous Carnegie Hall, the brightest stars of screen, stage, night clubs and radio will join hands in a mighty benefit for the cancer cause.

The date...Friday evening, April 19.

Like you, Mr. Exhibitor, the entertainment world is giving freely and unselfishly of its talents to fight cancer, America's No. 1 Enemy!

## SENTINEL OF HOPE!

### FIGHT CANCER WITH KNOWLEDGE

## COAST-TO-COAST FOR CANCER!

National networks, Friday evening, April 19, will bring an hour of hope to 17 million now doomed to die of cancer.

On the eve of the Motion Picture Industry's Easter Week Cancer Campaign, Bob Hope and a galaxy of stars from Hollywood, and Frank Sinatra with New York celebrities will tell listeners the job you and your theatre staff will be doing during Easter Week to fight cancer.

The time: 11:15 p. m.—12:15 p. m. E. S. T.

A monument of hope, erected by the Motion Picture Industry in Times Square, will bring the cancer message to millions.

Manuscript daily by famous stars, millions will hear the story of you, the Exhibitor, and the service you are rendering. ...New York salutes you!

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# UA's Piccadilly, London, Takeover; Also Appease Selznick's 'Spellbound'

London, April 9. Grand Searns and Mary Pickford are understood to have been in contact with United Artists of the Piccadilly theatre here. Price is said to be \$1,000,000. Company is retaining also the London Pavilion, on which it holds a 17-year lease.

First UA pie into the Piccadilly will be David O. Selznick's "Spellbound," which is at the root of the reason for purchase of the house and the current trip to this country by Searns. UA distribution chief, Miss Pickford and UA foreign manager, Walter Gould.

"Spellbound" was originally contracted for premiering at the Odeon-operated New Gallery, by Dave Coplan, UA manager here. Selznick pointed out, however, that the house was too small and off the beaten path. He refused to approve the contract. As a result, Odeon replied that if UA didn't want to give it, "Spellbound" it didn't want any of their other offerings. They were sold to it at the same time. A total break between Odeon and UA was made. Trip of Odeon executives has been trying to straighten that out and please Selznick at the same time.

## Joan Leslie Enjoined Temporarily From Walking Out on WB

Hollywood, April 9. Joan Leslie has been legally prevented from dissolving her seven-year ticket with Warner Bros., which was inked in 1942. Superior Judge Henry M. Willis issued a temporary order restraining the actress from working for any other studio. Order is returnable April 17. Warners, in the meantime, stated Miss Leslie would leave the studio in February that she considered the contract signed as a minor in 1942 to be void. Actress turned 21 last January. Studio stated actress is now making \$1,000 per week on her latest picture, which started at \$600 weekly in 1942.

## RUDY POLK HEADING UP HURUK'S COAST OFFICE

Sol Huruk, N. Y. impresario, has opened an office in Hollywood to handle talent as pix as well as look after his Coast interests. Rudy Polk, former concert artist more recently agenting in films, will be in charge. Several artists have been signed. He has recently done six titles or taken tests. Pianist Arthur Rubinstein did some work in Republic's "The Always You" (formerly "Concerto") and violinist Isaac Stern did the dub dub "Warner Bros. "Honey." Soprano Patrice Munsel and ballerina Alicia Markova have been tested for Bill's "Honey." Huruk which George Jessel will produce this summer, as has Melvyn Frank Pinna, who has signed a special contract to Huruk for this pic it okay.

His activity in music has developed sharply since the war, with European sources cut off, so that Huruk's artists play at the Hollywood Bowl summers, and up and down Coast rest of year.

## Milestone's 'Arch'

Hollywood, April 9. Lewis Milestone has been inked to direct Enterprises' "Arch of Triumph." He starts work at once with producer David Lewis and writer Egan.

Leasing commences July 1.

Ent's \$5,000,000 Corp.

Sacramento, Cal., April 9.

Articles of incorporation calling for capitalization of \$5,000,000 were filed by Enterprise Productions, with 46,000 preferred shares and 400 common.

Listed as directors are S. Charles Eitel, David L. Loe, A. Pam Blumhail and David Tannenbaum.

## Olsen & Janssen—Correct!

Hollywood, April 9. New Hal Roach production program of 12 pictures gets under way this week with the start of "Curley," co-starring two moppets, Larry Olsen and Irene Janssen.

Robert McGowan will produce and Bernard Carr direct.

## Arch Mercey to Be U.S. Liaison on Pix

Washington, April 9. Arch Mercey will be named Government liaison officer with the motion picture industry within the next week or 10 days, and will be the Office of War Mobilization and Reconstruction, the John Snyder unit. Mercey will act as motion picture consultant in a similar capacity to the role he filled during two years as Chief of the Motion Picture Bureau of the Office of War Information, domestic section.

As OWI official and successor to Lowell Mellett, Mercey was the funnel for Government requests for Hollywood films in support of the Government war program. When the unit folded, last year, he served in the Coast Guard as a commodore. No budget has been set for film production and the Mercey outfit will be one liaison only. His job will be comparable to that held by Drew Dudley who as liaison of defense films, has been working through the radio, press and magazines.

## 20TH-FOX PREFERRED SLATED FOR RECALL

Considerable conversion of the \$1.00 preferred in the last few weeks has heightened the belief in Wall Street that 20th-Fox soon will call in the remainder of this issue. There are less than 400,000 shares of this preferred issue outstanding. It is convertible into common at the rate of 1 1/4 shares for each preferred share held. While it pays \$1.50 annual dividend, the conversion price for the stock, around \$75 makes the yield only about 2%.

By switched into common, old preferred shareholders would get about \$3.75 in annual dividends, since 20th-Fox directors recently raised the dividend to 7 1/2 per cent. Understood that the corporation is anxious to eliminate this preferred, which is convertible into common, or by redemption.

## Juniors Into Pix Prod.

Bernard (Bingo) Brandt, son of Harry Brandt, head of the eastern Brand direct planer, will produce tomorrow (Thursday) where, in association with Jack Bernhard, he will produce a picture for Monogram entitled "Decey."

Bernhard, who has been in service, is the son of Joe Brandt, head of the Milton Sperling, heads U.S. Pictures.

## Mrs. Koerner 'Fair'

Hollywood, April 9. Mrs. Frances Koerner, wife of Charles W. Koerner, who died early this year, is reported in a "fair" condition at Cedars of Lebanon hospital.

She had a major operation over the breast and is expected to remain in the hospital about two weeks.

## JOANNE DRU AS 'ROSE'

Hollywood, April 9. Joanne Dru, wife of Dick Hyman, is set for the role of Rose in "Abie's Irish Rose."

Produced by Loew's Loew's Productions exclusively announced approval of unknown for the famous choice.

# 19 SCRIBES GET 27TH AWARD

Extent to which film companies have been considering—and the excellent return in potential picture properties for the amount of coin invested—is evidenced in figures disclosed to *Variety* during the past week by Bert Block, eastern story editor of *Variety*. Fox has been the greatest exponent of the policy of advancing funds to writers with which to finish books and has had great success with it.

Nineteen authors have been summoned. Block disclosed, with two of the books thus written proving to be best-sellers. They were "Dragonwyche," by Anna Seton, and "Centennial Summer," by Albert Ideal. Screen rights of both were bought by 20th.

Two other books growing out of the subsidy plan were purchased for the screen by company, while a fifth new book by 20th as a film possibility but was subsequently acquired by Columbia. The other two bought by Fox were "Victor Hugo," biography by Matthew Josephson, and "Any Number Can Win," by Edward Lewis and Heth. Columbia's purchase when 20th dropped its option was Jo Eisinger's "The Walls Came Tumbling Down."

Options on three other of the subsidy plan were also advanced. One, by 20th, but, like "Walls," they nevertheless found publishers. The other authors of the total of 19 who received 20th-Fox largesse, are still completing their books. Six have already been contracted for by publishers.

"Fellowship" idea Fox's new plan, illustrated by Peter Peters, assistant eastern story editor and former film editor of Life, over the past shortly in the novel-writing on his own, is mostly through a "fellowship" plan. Five of the 19 books were the product of veterans, submitted under two service men's fellowship plans. The first, paying an advance of \$1,000, was given during the war with Army and Navy approval. The second, in conjunction with *Reynolds & Reynolds*, publishers, is \$4,000 advance for veterans who have written for any military, camp or hospital paper.

(Continued on page 29)

## BILLY ROSE HEADS AMUS. DIV. OF UJA

Billy Rose was designated chairman of the Amusement Division of the United Jewish Appeal of Greater New York. Barney Balaban, Jack Cohn and Albert Warner co-chairmen. The Theatre Guild will participate in a nationwide UJA drive to raise \$100,000 for the relief of Jewish displaced persons, rehabilitation and resettlement. Campaign is currently under way. Rose has been going over "Duel in the Sun" sales and ad campaign plans.

Levit gave as his reasons for switching jobs: "More dough, fewer headaches."

## Rep. Hypo Oatiner Sked

Hollywood, April 9. Republic's experimental series of westerns in Magnacolor will be in season from four to six on the 1946-47 program.

First two listed scheduled, co-starring Monte Hale and Adrian Booth, turned out so well that the studio is continuing the series indefinitely.

## Archambault's 'Hoppys'

Hollywood, April 9. George Archambault will direct four of the "Hoppalong Cassidy" pictures and will star in the new outer series to be released by United Artists. Deal covers a three-year period and will cover 17 other films in the series will be "scattered" later.

"Devil's Playground," first, sees off May 16.

# Par's \$17,821,000 Earnings in 1945 All-Time High of Any Major Pic Co.

## Garnett at Liberty

Hollywood, April 9. Liberty Films inked Ty Garnett as an indie producer-director, contract to go into effect when he completes his current chore for Hunt Stromberg.

Garnett recently washed up "The Postman Always Rings Twice" for Metro.

## Commerce Unit Stays Separate

Washington, April 9. Secretary of Commerce Henry A. Wallace yesterday (8) assured Erie Johnston he will review the proposed "devotion" of the Commerce Dept.'s motion picture unit, in order to prevent the industry from loss of rightful consideration by the department. There appears a good chance that Nathan D. Golden's pix unit will retain its identity and not be chopped into a catch-all group with a lot of other non-connected products. Also in the works is the probability that Golden's unit, which has been undermanned for several years, will be expanded by Wallace to give the industry the kind of assistance it requires.

Johnston's huddle with Wallace was arranged after Vauxair disclosed, a couple of weeks ago, that both the Commerce and State Departments were planning to denounce their commercial picture sections. Negotiations are going on currently with State which has already promised it will protect the status of commercial films under George Canty, even if Canty's unit is moved from its present berth in the Telecommunications Division.

## McNAMARA IN N.Y. TO SET LEVITT SUCCESSOR

Paul McNamara, chief of David O. Selznick's stock department, is due in New York from the Coast today (Wednesday) to interview applicants for post of eastern p.a. Bob Levitt, who's had the job since he got out of the Army about three months ago, resigned last week to return to the Coast. He will participate in the Hearst organization, where he was employed pre-war. He'll be advertising about circulation and will be a precursor for The American Weekly and Puck.

Neil Agnew, Selznick v.p. and sales chief, will participate in the candidate interviewing. He returned Monday (8) from several week's on the Coast where he had been going over "Duel in the Sun" sales and ad campaign plans.

Levit gave as his reasons for switching jobs: "More dough, fewer headaches."

With an estimated profit of \$17,821,000 for 1945 after all charges and taxes, Paramount has crashed ahead to score the all-time record for earnings of any film company in Hollywood. In doing so, it passed the previous peak by the same company in 1944, when earnings tallied to \$16,688,100. Included in the figure disclosed by Par's \$25,717,000 representing the company's share of profits from partially owned subsidiaries.

Greatest pure of any other major to Par's top ink is \$14,517,250 earned by Loew's in '44. Par's profit represents \$4.75 per share on the 3,523,130 shares of common stock outstanding against \$4.39 per share for the previous year.

Par estimates its earnings for the quarter ending Dec. 1945, at \$3,000,000 compared with a 1944 figure of \$4,012,000. These are earnings, the company reported, after eliminating all charges and taxes from the quarter from partially owned non-consolidated subsidiaries. Quarterly profit of \$1,000,000 per common stock share. The corresponding period in 1944 represented \$1.07 per share.

## Exhib Bays the Town Of Arlington, Mo., Whose Wartime Pop. Hit 100

Kansas City, April 9. Rowe E. Carney, Rola, Mo., exhibitor, has bought a town. At a sale held on the Phelps County courthouse steps April 7, Carney bought the town of Arlington, Mo., from Fred D. Pilman, 73, for \$10,000.

The property is located on the Gasconade and Little Pinery rivers, 14 miles west of Rolla, and includes a 16-room hotel building, virtually worth the price alone in today's saturated housing situation, according to Carney. Also included in the deal are the Frisco railroad station, a store, seven homes, six cabins and three trailers.

Arlington population now can be counted on the fingers of one hand, but during the wartime it caught the overflow from Wayneville and Ft. Leonard Wood, and climbed to 100 people.

The town's new owner said he may develop it into resort property.

## HELLINGER'S % DEAL FOR CAIN'S NEW NOVEL

Hollywood, April 9. In an unprecedented move, Mark Hellinger has offered James M. Cain an advance of \$100,000-\$125,000 for his new novel-sharing deal for his "Past All Dishonor" novel soon to be published. Hellinger would produce the picture but Cain would have "considerable say" on casting and other details of production under terms of deal.

Minimum of \$250,000 is promised the writer.

# WASHINGTON, D. C.

One Night Concert (March 14)

# \$10,051.20

THE HOUR OF CHARM

All Girl Orchestra and Choir

Conducted by

Phil Spitalny

SEE PAGE 11

# The Marx Bros

on their  
boxoffice marx  
and ready to go great





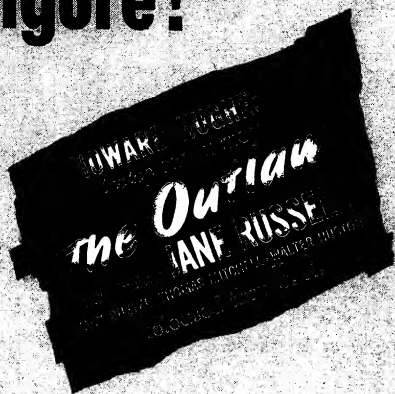
The funniest thing  
that will happen  
in 1946!

# "A NIGHT IN CASABLANCA"

Presented by DAVID L. LOEW with CHARLES DRAKE • LOIS COLLIER  
LISETTE VERA • SIG RUMAN • DAN SEYMOUR • LEWIS RUSSELL • Directed by Archie Mayo  
Original screenplay by Joseph Fields and Roland Kibbee

Fun from UA!

**3<sup>rd</sup> week of *The Outlaw*  
tops every 1<sup>st</sup> week gross  
in the history of Chicago's  
Oriental Theatre — with  
the one exception of "*The  
Outlaw's*" own mighty  
1<sup>st</sup> week figure!**



## D. C. Stance on Jackson Park

Washington, April 9.

Feeling in Government and trade circles is that the Supreme Court's Jackson Park theatre (Chi) decision is responsible for the delay of the law's expediting the handing down ruling in the Big Five Anti-Trust case. Legal situation has altered considerably as result of that decision, with the high court going far beyond what it had to do—namely, the right of the theatre to monetary damages—for failure to maintain specific distribution practices and to attack them as violation of the anti-trust laws. This action, some observers believe, was designed to clarify the law for the expediting court.

The insiders feel that the expediting court in New York, well along on their own findings when Jackson Park was decided, probably had to sit down and reassess the entire situation in line with the Supreme Court ruling.

Both Government and trade officials say that the Justice Department's position in the Big Five case was considerably strengthened by Jackson Park ruling.

## Jackson Park's 2d Suit for \$600,000 Asks Chi Release System Be voided

Chicago, April 9.

Another sweeping suit against major distributors was filed today in Federal court here Monday (8) by Thomas C. McConnell, attorney for the Jackson Park Theatre, asking for \$600,000 in damages in the amount of \$600,000 and for a ruling by the court that the whole Chicago system of release, known as the "Big Five" Forest, that such a suit would be filed in made in January last week.

Supplementary claims to the first suit, which won for the Jackson Park a total of \$100,000, contains a summary of the original suit, and asks that the defendants (Paramount, Warner, RKO, Loew's, 20th-Fox, and Balaban & Katz), be enjoined from the following:

1. Licensing the exhibition of film under the Chi system to exhibitors of the theatres owned by the defendants or any subsidiaries thereof which compete with the Jackson Park.
2. Preventing the Jackson Park from bidding against theatres owned by the defendants or any subsidiaries for any film released in the Chi district in a run of the Jackson Park's choosing.
3. Refusing to exhibit the Jackson Park for the exhibition of a picture in a playing position one week ahead of the Paramount, Warner, RKO, Loew's, 20th-Fox, and Balaban & Katz's theatre, upon payment of reasonable film rental not in excess of the average annual film rental paid by the Jeffrey during the five years prior to this suit.
4. Compelling the Jackson Park to charge minimum admission prices as a condition to the use of film under license contracts executed by the distributors.

As an alternative to the third point, McConnell asks for an order of the court that a mandatory injunction be entered compelling the defendants to divest themselves of ownership or leasehold interest in the Maryland as soon as possible, without giving it up to be decided by the court.

Also asks that Warner be compelled to give up ownership of the picture to be an alternate to the third point, and for a decree cancelling clearance contracts between defendants which prevent the Jackson Park from obtaining a playing position one week ahead of the Paramount and day-and-date with the Jeffrey.

Third part of the suit asks that all clearance contracts entered into between distributors which create clearance or priority of run of any of the defendants' theatres over the Jackson Park be declared illegal and void, and that the entire system of release known as the Chicago system be declared illegal and void.

Windup is a request that the court void the Jackson Park theatre damage suit suffered since the original suit was filed on July 27, 1935.

Federal Judge, Michael L. Tighe, voided the original case, set aside for distribution and asked the court to set aside the judgment as May 13. Date for the new hearing was set by him as May 16.

## 5 PICTURE STOCKS IN NEW 1946 HIGHS

Five picture company stocks elected new highs in 1946 in yesterday's (Tuesday) stock market, after nearly as many had reached new peaks for the year in Monday's trading. Both RKO and Warner Bros. common were among the leaders, yesterday's session, former hitting a new high at \$25.75 and Warner at \$49. Latter had just barely topped the prior day's Monday's session.

Columbia Pictures, which boomed upwards \$150 on the day, and Loew's made the other new high yesterday. Paramount, which had reached a new peak of \$78.75 the previous day, edged up to the 1946 high yesterday. Universal preferred also made a new high at \$101, being just ahead of the N. Y. Stock Exchange this week. U. common, Republic issues and 20th-Fox shares found up Tuesday near their high for the year.

## Settlement Seen On Majors Suit

Washington, April 9.

Negotiations are reported under way to settle the first triple-damage suit brought against the major distributors on the basis of the recent supreme court decision in the Jackson Park theatre case of Chicago. Suit was brought in the Washington federal district court by the Linden and Lasker law firm, attorneys for Paramount, Universal, United Artists, 20th-Fox, RKO, Loew's, Columbia and a Baltimore-based law firm, Linden and Lasker, for \$75,000. The result of distribution practices favored the Morris Rone chain of distributor houses and prevented triple damages in accordance with the Jackson Park decision.

Understood that the lawyers are meeting this week in either Baltimore or Washington to work out a deal, after the Linden and Lasker firm fighting for an end of 14-day clearance, or day-and-date booking with two Bays houses a couple of blocks from it.

Pattern worked out in the arrangement is liable to be the formula under which the majors will offer to settle similar situations, so it will be watched with interest by the trade. The lawyer is Robert E. Sener, of Washington, formerly union picture specialists for the Federal Bureau of Investigation and the Justice Department.

Supreme Court ruled in the Jackson Park case Feb. 22 and Linden filed its suit March 13.

## THIS STAR'S IN CLOVER

Hollywood, April 9.

Snooky, equine star at 20th-Fox, was handed a new contract and assigned to co-star with a female boss in "Green Grass of Wyoming."

Snooky declined to divulge the amount of the salary, but it was charged.

## REISSUES BRIT FILMS AS EASERS

Smalltown exhibs, despite the fact their business is holding firm in its wartime boom, are finding themselves confronted more and more with an acute shortage of product which often cuts into their grosses. Shortage is traceable, most exhibs think, to the majors' holdback in general release of their too product until the big play out their long runs in the key cities, plus the gradual cutting down on product by the majors.

With such a shortage of top product, the present jam-up of studio space on the Coast is holding back production of B films, which again hits the smalltown where it hurts them most. Indie producers, with no space, are gradually turning their eyes to the east and it's believed, consequently, that the jam may give impetus to the move on the part of studio owners in the east to lure a share of production away from Hollywood.

Because the majors are keeping their films in the keys for such long runs, the smalltown exhib is forced to play pictures much longer than they would under normal circumstances, simply because they can't buy more product to fill in. Because of the film industry's small-town (Continued on page 24)

## Bennet Blasts Collection Beef

Following a blast at theatre audience collections by columnist Robert Ruark in the N. Y. World-Telegram and Sun (2), Rep. Augustus Bennet of N. Y. declared the House of Representatives last week took "sharp issue" with Ruark's sentiment.

Pointing out that he probably had more average theatregoers than any columnist, Ruark declared that Ruark "exceedingly underestimates the desire of most Americans to participate in for-ward-looking projects of this nature." Congressman paid special tribute to the film industry's public service record, declaring:

"I am informed that the combined efforts of motion picture exhibitors and their patrons have raised in the past four years or so well over \$46,000,000 for purely charitable projects, leaving out entirely, of course, the help given by the bond campaign. I have faith enough to believe that the exhibitors and those who attend their theatres are proud of their record and are anxious to maintain the splendid record and will not be deterred by the use of adjective 'charitable' employed in the World-Telegram story."

Max Cohen, chairman of the Metropolitan Theatres Owners' Committee, said he took up the cudgel against Ruark in a letter addressed to the World-Telegram editor. Cohen pointed out that the drive was to be the last one for 1946 under a resolution adopted last week by the American Theatre Association and declared that "it would be most gracious of Ruark if he would lend this cause a hand—for just one last time."

Ask For Theatre Anti-Passive. For the first time in the history of the film industry's public service theatre collections, a group of leading national organizations, a national theatrical has banded together to increase audiences and fill theatres during the Cancer Campaign drive. April 11-12.

Group has notified Charles Skouras, national campaign chairman, that it will "strongly encourage" collective membership not only to be sure to attend their theatres during the campaign week but to "collect more." Participating are Lions International, General Federation of Women's Clubs, National Association of Women, National Knights of Columbus, National Board of Review, Brotherhood of Sleeping Car Porters and the American Veterans Committee.

## Indie Exhib Assns. Frankly Skeptical ATA May Be 'Distrib-Dominated'

### June Vincent in 'Angel'

Hollywood, April 9.

Universal assigned June Vincent as femme topper in "The Black Angel," taking over the job previously announced for Ava Gardner, who has a prior commitment in the east.

Picture will be directed by Roy William Neill, with Dan Duryea and Peter Lorre as male stars.

## ATA's 15 Regional VPs to Carry Ball

The American Theatres Assn' will lean heavily on 15 regional vicepres in its projected drive for indie support. Si Fabian, ATA president, said last week. The campaign to organize throughout the 48 states is already under way, he said, and several of the vicepres have staged meetings with local exhibs to brief them on the latest developments. Despite current reports, Fabian said, he doesn't think the chairman of the board, Ted Gamble, nor other officers would do any countryside barnstorming.

Fabian will confer this week with Gamble and Arthur L. Mayer, head of the public relations committee, to neither. He is supporting drive by the national h. g. The trio will weigh the respective merits of a direct mailing campaign to every U. exhibitor, an informative series of trade sheet and/or institutional ads in the daily newspapers.

## Mrgs. and Ushers Brave B.O. Bandit's Bullets

Telero, April 9.

Raymond Willcoch, assistant manager of the Princess and two ushers, Kenneth Peggin and Robert Carol, escaped a bandit who robbed the Princess theatre last week for approximately \$30 last Thursday and dodged bullet shots fired by the police.

The third day Joyce Kelly, cashier, a note demanding the receipts. She screamed after he took the money, and the trio gave full chase.

## Comet Uncorks 'Iodine'

Hollywood, April 9.

Comet Productions announced three months ago by Buddy Rogers and Ralph Chapp, went into actual production last Tuesday with "Iodine," the first of six streamlined pictures for United Artists release.

New outfit has offices on the Hollywood lot but is shooting at the Morey & Southerland studios with Reginald LeBaron directing. Second picture on the Comet program is "Miss Teverson," slated to follow immediately after "Little Iodine."

to Jesse L. Stern, chairman of the Conference of Independent Exhibitors, who expressed strong skepticism over freedom from distributor domination of the newly tagged American Theatre Assn. "I don't like the close of ATA's St. Louis headquarters. Queried on Paramount partner E. W. Richards claim, made at the convention, that the distributors were, in fact, seeking to settle "any matters which do not affect the picture will be directed by Roy William Neill, with Dan Duryea and Peter Lorre as male stars."

Stern said he personally "was willing to preserve an open mind" on ATA and that he "could be convinced by its actions," but at the same time indicated that the present roster of officers was unsatisfactory to him. The CIEA would be willing to work in harmony with ATA on "any matters which do not affect the relationship between distributors or distributor-affiliates and exhibitors."

Feeling that CIEA leaders are being sent out now, it was learned, Stern added, "When we see eye to eye with them we'll cooperate on matters affecting the common interest of exhibitors and exhibitors."

Meanwhile there was every indication that ATA would meet stiff opposition from Allied leaders in its attempt to win them and their followers over. "Despite convention moves towards harmony, including a proviso limiting board major-affiliate members to a minority, one-day charity drive and restricted playing time for Government films, a caravan of Allied leaders showed continued reluctance and, in some instances, outright belligerence."

As an official policy, "Until we are completely satisfied that this is not just another attempt to suck in the independents by window dressing, nothing will be done about it." Allied men were inclined to deride the move as a "front" move to "pull a front" behind which the majors would pull the strings. Officials were also openly critical of the officers selected by ATA and aired the view that they would not battle for indie interests.

Some Allied men argued that the small-time, independent exhibitor was primarily interested in film. (Continued on page 24)

## M-G's Pen-Pushing Record

Hollywood, April 9.

Scripting hits the highest peak in the history of the Metro lot with 130 writers on the payroll, not counting the 1945 Junior literary. No other film lot has ever assembled so many scribes at one time.

Under the leadership of the Metro flackery, is working on some story or other.

## KANSAS CITY, MO.

One Night Concert (March 17)

# \$16.80

### THE HOUR OF CHARM

All Girl Orchestra and Choir

Conducted by

Phil Spitalny

SEE PAGE 13



## Edward Small

*announces his most ambitious program  
of screen productions to be filmed from  
universally popular story properties*

### **"Bella Donna"**

*Robert Hichen's Brilliant Novel!*

### **"Valentino"**

*The Story of the Screen's Greatest Lover!*

### **"Lorna Doone"**

*R. D. Blackmoor's Immortal Romance!*

### **"Kate Fennigate"**

*Booth Tarkington's Best-selling Novel!*

### **"The Scarlet Letter"**

*Nathaniel Hawthorne's Outstanding Classic!*

### **"Cagliostro"**

*The Adventures of Alexander Dumas'  
Greatest Character!*

### **"Columbus Sails"**

*A Towering Dramatization of History's Epic Event!*

### **"The Return of Monte Cristo"**

*Alexander Dumas' Unforgettable Hero in a  
New Screen Adventure!*

### **"The Notorious Nancy Grey"**

*A Musical Drama Which Will Mark  
A New Trend!*





Warner Picture

IDA

PAUL

OLIVIA

LUPINO · HENREID · de HAVILLAND · GR

IN "DEVOTION"



Comes Spring comes

with NANCY COLEMAN · ARTHUR KENNEDY · DAME MAY WHITTY · VICTOR FRANZEN  
Directed by CURTIS BERNHARDT · Produced by ROBERT BUCKNER

Screen Play by Keith Winter · Original Story by Theodore Reeves · Music by Erich Wolfgang Korngold



Devotion !!!



20th CENTURY-FOX "Leave Her To Heaven" Star



**Gene Tierney**

20th CENTURY-FOX Best-Seller



Darryl F. Zanuck presents

**"Dragonwyck"**

Written for the screen and directed by JOSEPH L. MANKIEWICZ

20th CENTURY-FOX New Boxoffice Heights!

**TODAY... ROXY**

NEW  
YORK  
CITY

—FOLLOWED BY EASTER WEEK  
ENGAGEMENTS EVERYWHERE!

Darryl F. Zanuck presents GENE TIERNEY in "DRAGONWYCK" • From the Novel by Anya Seton with WALTER HUSTON VINCENT PRICE • GLENN LANGAN and Anne Revere • Spring Byington • Connie Marshall • Henry Morgan  
Written for the screen and directed by JOSEPH L. MANKIEWICZ





**Every  
Boxoffice  
Loves 20th's  
Wonderful  
Musicals!**



**...and  
here's the  
most wonderful  
of all...from**

**20<sup>th</sup> Century-Fox**

Music  
and Lyrics by  
Jimmy McHugh, Harold  
Adamson, Robert Magidon,  
Betty Malvern, Harry  
Warren, Harry James, Sam  
Henderson and Charles  
Henderson

"Adventure" (M-G) (2nd wk), 1

**Translux** (000; 30-74)—"Allotment Wives" (Mono) and "Bowery at Midnight" (Mono) (reissue). Offish \$4,800. Last week, "Ring Doorbells" (PRC) and "Framed for Murder" (Mono), \$5,000.

in "That Woman" (Par) with vaude.  
Mild \$9,500. Last week, "Swing Pa-  
rade 1946" (Mono) and "How Do  
— You Do" (PRC), with vaude, \$9,000.  
ce

40-60)—"Tangier" (U). In a early, but only mild \$11,500.  
week, "House of Dracula" (U)  
"Pillow of Death" (U), only \$9,000  
6 days.  
Midland (Loews) (3,500; 45-6

—**Tower** (Fox-Joffe) (2,100; 39-60)  
—**"Tokyo Rose"** (Par) and **"Follow That Woman"** (Par) with vaude.  
Mild \$9,560. Last week, **"Swing Parade 1946"** (Mono) and **"How Do**

# H.O.s Bop Chi Albert 'Giant' Nice 22G; My Rep' Big 20G, Veil Ho 10G, C2B 2d

Chicago, April 9. — Take is nothing but holdovers to attract. However, the first full week at the Oriental is holding house, going up to a good 400,000 level in 10 days, with "Outlaw," her first picture.

After its midwest peak last week at "Rico Pantoja," "Little Giant," now Abbott & Costello's picture, "Seventh Veil" looks strong at \$200,000 on second week. "The Giant" about same as opening week. "My Reputation" is holding steady in 10 days at the Roosevelt.

**Estimates for This Week**  
Apollo (B&K) (1,200; 55-55-31) "Last Weekend" (Par) (11th wk). Not bad \$120,000. Last week, \$140,000. "Sally Takes Wife" (M-G) with Carmen Cavallaro (orch) opening stage, 10th wk. Last week, \$120,000. Last week, sold \$200,000.

Garrick (B&K) (1,200; 55-55-31) "Road to Utopia" (Par) (5th wk). Fair \$100,000. Last week, \$120,000. "United Artists" (RKO) (1,200; 55-55-31) "Seventh Veil" (U) and "Smooth As Silk" (U) (2d wk). Last week, \$120,000. Last week, about same.

Oriental (B&K) (1,200; 55-55-31) "Outlaw" (last week) with Jane Russell, Dave Apollon (4th wk). Banzoo (last week) with "The Girl in the Sun" (U) (2d wk). Last week, \$120,000.

Reinstate (B&K) (1,200; 55-55-31) "Renovated" (WB) (1st wk). Last week, \$120,000. Last week, \$120,000. State-Lake (B&K) (2,700; 35-35-35) "Sally Takes Wife" (M-G) (1st wk). Sold \$170,000. Last week, \$200,000. "United Artists" (RKO) (1,200; 55-55-31) "Adventure" (M-G) (2d wk). Study \$100,000. Last week, \$120,000.

## Det. Spotty Bat 'Veil' Stout 26G, 'Adventure' 20G, 'Forever' 24G, H.O.

Detroit, April 9. — "Seventh Veil" and "Adventure" are the strongest new entries in this section. "Walk in Sun" still is in on movie after a week at the Fox. Biz generally is spotty.

**Estimates for This Week**  
Fox (Fox-Michigan) (5,000; 52-52) "Seventh Veil" (U) and "Belle Starr" (M-G) (1st wk). Last week, \$140,000. "Walk in Sun" (20th), great \$300,000.

Michigan (United Detroit) (4,000; 52-52) "Forever" (M-G) (1st wk). Last week, \$140,000. "RKO" and "Dick Tracy" (RKO) (1st wk). Last week, \$140,000. Last week, \$140,000.

State-Lake (United Detroit) (4,000; 52-52) "Adventure" (M-G) (1st wk). Last week, \$140,000. "Sally Takes Wife" (M-G) (1st wk). Last week, \$140,000. "Dick Tracy" (RKO) (1st wk). Last week, \$140,000.

Falm-Santa (United Detroit) (2,700; 52-52) "Belle Starr" (M-G) (1st wk). Last week, \$140,000. "Dick Tracy" (RKO) (1st wk). Last week, \$140,000. "Sally Takes Wife" (M-G) (1st wk). Last week, \$140,000.

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## FRISCO SLOW ALBERT 'VIRGINIA' WOW 33G

San Francisco, April 9. — Smaltpop scene is holding steady, but number of holdovers is hurting. Top newcomer is strong entry. "From This Day Forward," with Al Douglas, is holding well at the Gate on second week.

**Estimates for This Week**  
Golden Gate (RKO) (2,400; 60-61) "From This Day Forward" (RKO) (1st wk). Last week, \$140,000.

arch (2d wk). Off to nice \$25,000. Last week, strong \$35,000.

Fox (F&W) (4,000; 55-55-31) "Adventure" (M-G) (1st wk). Last week, \$140,000. "Dick Tracy" (RKO) (1st wk). Last week, \$140,000.

Warfield (F&W) (2,000; 55-55-31) "The Virginian" (Par). Strong \$35,000. Last week, \$140,000. "Dick Tracy" (RKO) (1st wk). Last week, \$140,000.

Paramount (F&W) (2,000; 55-55-31) "Dick Tracy" (RKO) (1st wk). Last week, \$140,000. "Dick Tracy" (RKO) (1st wk). Last week, \$140,000.

Orpheum (B&K) (2,400; 55-55-31) "Dick Tracy" (RKO) (1st wk). Last week, \$140,000. "Dick Tracy" (RKO) (1st wk). Last week, \$140,000.

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# Kitty' Fancy 17G, Mont'l

Montreal, April 9. — "Kitty" at Low's, looks strongest new entry this week. "Spirit Staircase" is big on holdovers.

**Estimates for This Week**  
Palace (CT) (2,700; 55-55-31) "Yodeling" (M-G) (1st wk). Last week, \$140,000. "Vacation From Love" (M-G) (1st wk). Last week, \$140,000.

Loew's (CT) (2,000; 55-55-31) "Kitty" (M-G) (1st wk). Last week, \$140,000. "Spirit Staircase" (RKO) (2d wk). Last week, \$140,000.

Loew's (CT) (2,000; 55-55-31) "Kitty" (M-G) (1st wk). Last week, \$140,000. "Spirit Staircase" (RKO) (2d wk). Last week, \$140,000.

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# New Pix Boost N. Y.; 'Years' Colossal 135G, 'Devotion' -Prima Terrif 74G, 'Cristo Sockeroo' 46G, 'Deadline' 30G

Arrival of several new shows that are doing from good to very big here. "Years" is doing well on first night, but holdovers are generally doing better.

Highlighting the current Broadway scene is "Green Years" and "Cristo Sockeroo" (3d wk). Last week, \$140,000.

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strong, but fair enough at around \$24,000. Last week, "Adventure" (M-G) (2d wk). Last week, \$140,000.

Strand (WB) (2,750; 75-120) "Devotion" (WB) and Louis Prima (WB) (1st wk). Last week, \$140,000.

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## Pitt's Utopias 'Road' Great 33G

Pittsburgh, April 9. — Stanley's "Road to Utopia" is peaking this week. "Forever" is doing all right.

Estimates for This Week  
Forever (RKO) (1,200; 55-55-31) "Forever" (RKO) (1st wk). Last week, \$140,000.

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## Seattle Over Fox Scar, 'Road' Record \$27,000

Seattle, April 9. — City is recovering from the small pox scare after 20,000 vaccinations, and there are returning to the box office. New all-time city record for a straight hour, being set by "Road to Utopia" at the Paramount, hence is all the more remarkable. Other spots are still on the draw side.

**Estimates for This Week**  
"Road to Utopia" (Par) (1st wk). Last week, \$140,000.

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# "Kitty" Did it!...

opening at N. Y.

Milland

"job of Academy A

\* Says N. Y. DAILY MIRROR

Produced by Darrell Ware and Karl Tunberg

Directed by MITCHELL LEISEN

Screenplay by Darrell Ware and Karl Tunberg



Actually topped 'Lost Weekend'  
Rivoli world premiere, as  
lands again with another  
ward proportions"\* from

Four for  
"The Lost Weekend"



*PARAMOUNT*  
THE ACADEMY AWARD COMPANY





# RKO Partying Threatened Managerial Strike By Importing Supervisors

Managerial attaches from out-of-town points, stretching from Boston to as far west as Chicago, are being brought into New York by RKO for the purpose of overseeing operations in 41 Greater N. Y. City theatres in the face of union difficulties and a possible walkout at the moment.

The measure follows decision by the steering committee of the RKO National Union, known as the Motion Picture Theatre Operating Managers & Assistant Managers Guild, unaffiliated, to set up picket lines in front of the 41 houses in question. Over the past weekend several district and city managers from out-of-town appeared at RKO houses to inform local managers they would be in supervisory charge. Groups of local men were paraded out to each by RKO.

Meantime, the Managers Guild, which had planned starting to picket RKO houses Monday (8), has deferred action until today (Wednesday) to tomorrow (Thursday) because of the failure of RKO to accept an NLRB directive of last year and will ask the public to stay out of the theatres affected.

While the RKO managers are not actually on strike, the move to set up picket lines in front of their embarrased RKO and to strike. If possible, at the boxoffice. Managers and assistant managers and their appointed jobs, but on days off they will carry picket signs. Others are picking up their own managers' sympathy to their cause (identity a secret), veterans' groups, and various civic organizations.

Under the NWLB order which RKO has ignored, work week for RKO managers and assistants was reduced from 62 to 48 hours, with rate ranges from \$65 to \$140 for managers and \$40-\$75 for assistants. In addition the order included three weeks' vacation with pay after five years of service, overtime machinery, severance pay provisions and seniority rights.

## ATOM Picks Indie Trio

Los Angeles, April 9. Associated Theaters, Inc., is buying Managers ordered a lineup of film deliveries and picketing of three houses in this area. The move is the result of failure to get together on ATOM demands for recognition.

Theaters are Centro, American and Paramount, part of a chain operated by Vincent, James Edwards and Jack Berman in Southern California. Managers union is affiliated with the teamsters who deliver films to theatres.

## ROACH WINS F.C. SUIT, ALSO CONTRACTS' END

Division of Importance to producers who turn over their product for release to outside districts was handed down by Judge John J. Connelley (Tuesday) in N. Y. Federal court when he granted Hal Roach \$25,000 in damages against Film Classics, Inc., and terminated the distribution contract. Amount of suit is for royalties and damages and which Film Classics, as defendant, admitted.

The involved Film Classics' exclusive worldwide distribution contract of Roach's "Tupper" under a contract dated July 20, 1944, the picture was made immediately available to FC, which paid \$10,000 advance, with an agreement that Roach was to receive 35% of the gross in the U. S. and Canada and 35% of the foreign gross.

Roach alleged that FC failed to remit royalties due the studio from January, 1945, at which time FC had recovered the \$10,000 advance. FC claimed that it had withheld payments because Roach owed the studio comparable amounts outstanding from Loew's for distribution of "Tupper" prior to the date of the deal's termination.

Court held that FC broke the contract and that the defendant's argument that Roach broke the contract "must be overruled." Judge pointed out it was "most unlikely" that Roach would have intended the royalties arising from Loew's distribution of the picture would accrue to FC, to which these royalties amounted to over \$174,000 in 1945 and \$100,000 in 1946. The sum the defendant owes the plaintiff.

## NLRB Okays SEG

Hollywood, April 9. National Labor Relations Board announced the official certification of the Screen Extras Guild as exclusive bargaining unit for all atmosphere players in films.

From now on all extras on the motion picture lots must be members of SEG.

## LATSE-IBEW Row Deprives Film Of Tele Newsreels

United Nations Security Council Committee remained without television newsreel coverage today (Wednesday) as the Jurisdictional Dispute between the International Alliance of Theatrical & Stage Employees and the International Brotherhood of Teamsters. Workers went into its third week. Basis of the argument, it's believed, over the desire of both unions to join the union under future video cooperation.

Officials, not wishing to get caught in the middle of the squabble and face the possibility of having a fight with the union, decided to postpone the union under future video cooperation.

Latest wrinkle in the dispute was a protest of recent Monday (8) by Frank White, CBS newsreel in charge of labor relations, to Frank Begley, Union chief security officer, to the effect that the UN was discriminating against CBS only video broadcast employing IBEW cameramen, by closing down the television newsreel camera booth.

White reportedly pointed out that the desire of both unions to join the union under future video cooperation. The UN was discriminating against CBS only video broadcast employing IBEW cameramen, by closing down the television newsreel camera booth.

Radio Coverage Low Also Begley, it's understood, will ignore White's letter on the grounds that the UN has no direct concern with the controversy and is powerless to settle it. It's also understood, however, that UN officials puzzled over the UN's refusal to broadcast the \$4,000 television lookers with pictures of the conference when the UN was used for the first time. The same meet has been held down to a minimum. UN also questions the UN's refusal to broadcast the time when the net is not even broadcasting television shows.

IBEW, meanwhile, contends that the IATSE charter limits membership in film cameramen taking pictures and using "theatrical pictures." Latter term, according to the IBEW understanding, means films which have been used in the past. To be charged. Tele newsreel cameramen, therefore, fall outside the IBEW's jurisdiction and are charged to view video pictures.

## Benton's Fix-Radio Info Budget Cut to \$10,000,000

Washington, April 9. A House Appropriations subcommittee voted in half the amount of the funds asked by Assistant Secretary of State William Benton for his office of cultural and information service. Benton originally asked about \$20,000,000 for the fiscal year ending July 1. Bureau of the Budget reduced this to \$10,000,000 and the House cut it to \$10,000,000. Division plans extensive use of radio and pictures in its work.

## GI Bill of Rights' Test in Shipper Who Would Be a Booker

Dallas, April 9. Local theatre row is watching with interest a new wrinkle in the GI Bill of Rights applied for by a returned veteran who is presently employed as a shipper in the local Paramount exchange.

The GI has applied to the Veterans Administration for a substance allowance amounting to the difference between his salary as a shipper and that of a booker, the job the veteran is now checking with the exchange, the Veterans Administration learned that although it did not amount that the booker's salary would ever be given to the veteran, it is the policy to promote from within the ranks, and the normal training for the post as booker is through the shipping room.

The shipper if the allowance is approved, would receive the difference between his present \$26 a week salary and the booker's scale which runs up to \$55 per week.

Joseph Gough, recently released from Army as a captain, returned to United Artists h.o. pub-d department to handle local tugs, replacing Benrice Spence.

Robert Gross, Army, to homefront publicity department. Warner Bros. First film chore for Jon Hall since his release from Army.

First film chore for Jon Hall since his release from Army. The male lead in "The Michigan Kid" at Universal. Filming starts April 15, with Ray Taylor directing.

Joseph Bracken, attorney—brother of a picture producer, joined the Copyright Bureau, New York, in a legal fight for the right to sue for infringement of copyright. CPB is a distributor-controlled organization since the film companies, actual grocers.

## WB May Battle Bronston On John Paul Jones Biography

Steps to protect itself on a story built around the life of John Paul Jones, an American hero, are reported being discussed by Warner Bros. following recent reports by the producer that he will produce a film based on Jones.

Bradford, indie producer at present, with no distribution outlet, announced that arrangements to make the picture, the navy lumina, had been completed between him and the Navy Dept., with latter co-operation of the production.

Warners sometime back bought an unpublished novel by Clements Ripley which treated the life of John Paul Jones. Its title is "No rest."

## President Truman's Trailer

Hollywood, April 9. Samuel Bronston announced here last week that he had assurances from Brig. Gen. Harry H. Vaughan, personal aide to President Truman, that the President will speak for the producer's "John Paul Jones."

## Contract Disputes

Hollywood, April 9. Douglas Dick, actor, Hal Wallis, Tom Conway, renewed, RKO. Harry Pope, Jr., actor, Metro. Adriatic Split, renewed, RKO. Philip Gill, writer, Republic. Paul Stewart, actor, RKO. Larry Rens, actor, RKO. Peggy Stewart, renewed, RKO. Bill Williams, actor, RKO. Frank Wolfe, renewed, 20th-Fox. Arlene Whelan, actress, Par. Susan Blanchard, actress, 20th. Phil Moran, actress, Hal Roach. Lillian Lindse, actress, Par. Myrna Dell, actress, RKO. Norma Carr, actress, RKO. Charles Stevens, renewed, Col. Lew Elson, renewed, RKO. Larry Jackson, cameraman, 20th. Mitchell Lester, renewed, Par. Barbara Bell, actress, RKO. Fay Welling, singer, Republic. Fred Libby, actor, 20th-Fox. Frank Craven, Jr., actor, Phil-Fox. William McLean, actor, 20th-Fox. Arthur Ayling, cameraman, 20th-Fox.

## Johnston Promises Sorrell Action Within a Week on Studios Open-Shop

## SAG Buys 50G in Bonds

Hollywood, April 9. Screen Actors Guild is preparing for initiation or depression, either way it comes, through the purchase of another block of \$50,000 in Victory Bonds.

Guild's Bond purchases, according to J. Edgar Jr., executive secretary, now amount to \$425,000.

## More Unions Vote Strike Powers To Their Exec B'ds

Hollywood, April 9. Joining the painters, the Cinema Guild 1183 of Studio Machinists and the Set Designers, Illustrators Decorators union, have voted strike call powers to their executive boards. The painters' union last weekend agreed similar action if the producers fail to negotiate "in good faith" on wages and hours. Ballot of 524-11 also approved the Carpenter's withdrawing from the American Central Labor Council and joining Conference of Studio Unions.

## RAFT'S NEXT 'NOCTURNE'

Hollywood, April 9. George Raft checks in at RKO May 1 for his next starrer, "Nocturne," to be produced by Joan Harston. First picture for Raft with a femme producer.

Director is Edward L. Marin, with Jack J. Gross exercising executive production.

## Canada's Entente

Continued from page 6

back the postwar program of Anglo-Canadian film production. The rival J. Arthur Rank (Odeon Circuit) interests. Construction had already started on two large theaters here but has now been ordered by Building Commissioner K. S. Gillies to stop.

With Mayor Bow Saunders taking the well-publicized stand that building materials must be restricted to the erection of homes and hospitals, one more moves the losing by the Federal Government of a but potato when Reconstruction Minister C. D. Howe instigated a Parliamentary measure placing responsibility for theatre permits in the hands of municipal government bodies. The measure also covers alterations to theatres. Mayor Saunders' stand is that housing is the current national emergency, and that theatre-bullying is non-essential, this borne out by the votes of the city council.

Some one protest has been publicly submitted to city council, that of Bus Shore, independent operator, who was unsuccessful in asking for a reduction of the permit surcharge and claimed heavy financial loss in that the construction of a new theatre had proceeded to use heavy steel and reinforcement stage, plus delivery of boilers, motors and air-conditioning equipment.

## OKLAHOMA CITY

One Night Concert (March 24)

\$14,250

THE HOUR OF CHARM

All Girl Orchestra and Choir

Conducted by

Phil Spitalny

SEE PAGE 33

Hollywood, April 9. Eric Johnston promised action within a week to clear up the studio open-shop question. Time is needed for consultation between the MPAA, Sorrell, and William Green, AFL chief, and the producers to find out just what the situation is.

Herbert K. Sorrell and Byron Price were in huddles yesterday, Sorrell asking for a definite answer as to whether Johnston has any authority over the labor policy in the studios. The answer will be determined by Johnston's reply to the open-shop question later this week.

Conference of Studio Unions' policy means last night (4) that Sorrell recommended that Johnston be given a chance to clear up the situation.

Last week Sorrell took a walk, along with eight representatives of the Screen Actors Guild, to the right out of a conference with film producers when the studio emissaries declared that an open shop would be granted to the Screen Studio Analysts Guild.

In a statement after the disrupted meeting, Sorrell said that he has been dealing with the Motion Picture Producers Association since 1937. "I have never had an open shop," he said. "I have never had an open shop before having any opportunity to discuss either way of working conditions. This step backward we will never concede to."

In a walk, Eric Johnston, Motion Picture Association prexy, Sorrell charged: "It has been apparent for some time that the union does not intend to have been dealing in good faith. At our meeting today the union declared that an open shop would be granted to the union. We were told that our open shop contracts must be replaced by open shop agreements. I do not believe this corresponds with your stated policy. We do not believe in strike-breaking action that cannot be won by honest arbitration. However, we will be forced to fight on the issue of continuity of union security. If you are sincere, as I believe you are, you will immediately take action to prevent the repetition of another bitter strike in the industry."

Byron Price, speaking for the major studios, declared that when Sorrell's motion picture shop for the analysts, he was told that the producers' Y. M. Grant, who closed shop in the union because it had imposed "such excessive and unworkable" fines on members whose services are needed by the studio.

## Mex. and N.Y. Prod. Cos. On SAG's 'Unfair' List

Hollywood, April 9. Screen Actors Guild has placed two production companies on its unfair list, one in Mexico City and the other in New York. Both are charged with failure to make contributions to the Motion Picture Outfits are, Continental Films, Inc., and Historical Productions, Inc., latter of which is in New York.

SAG charges that Continental, along with Aili Ipar, Neip Ipar and William Rowland, failed to go through with the permit surcharge and claimed heavy financial loss in that the construction of a new theatre had proceeded to use heavy steel and reinforcement stage, plus delivery of boilers, motors and air-conditioning equipment.

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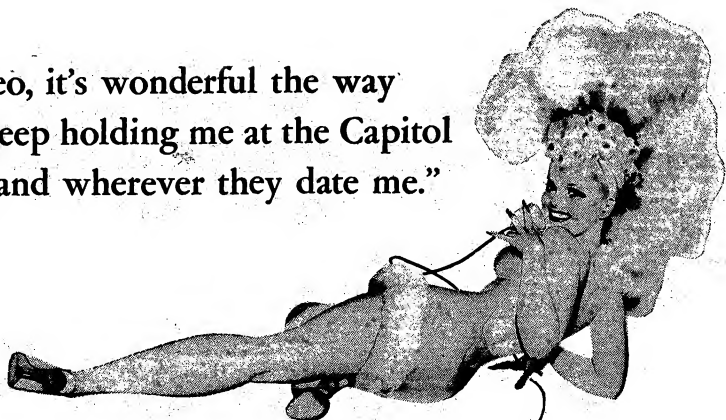
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"Oh, Leo, it's wonderful the way they keep holding me at the Capitol N.Y. and wherever they date me."



"Naturally! M-G-M's Technicolorious 'ZIEGFELD FOLLIES of 1946' is the Biggest Show since films began. Just come as you are toots and prepare to stay!"



At the moment of going to press "Ziegfeld Follies of 1946" is in its 3rd Week at Capitol Theatre, N.Y. And still going strong!

## 'Outlaw' Ad Battle Opponents Shape Up for Showdown

Hollywood, April 9. Loose motion picture plugging, particularly the newspaper copy exploiting the Howard Hughes production, "The Outlaw," is the target of two drives, not only by religious organizations but by the film industry itself.

National Catholic Welfare Conference is drawing up protests, both in New York and Los Angeles, charging a breakdown of moral standards in motion picture advertising. Archbishop John J. Cantwell, of Los Angeles, at a recent meeting of the Legion of Decency, deplored the current ad campaign, branding it as "scandalously false and in defiance of the Legion's request for decency in advertising" as well as in the films themselves. Conferences are going on in New York between Monsignor John J. McCafferty, chairman of the board of the Catholic Legion of Decency, and William H. Morring, columnist for "The Tidings and the Review of the Catholic Press Service."

Meanwhile Hughes is putting up a fight for freedom of advertising. Producer of "The Outlaw" has served notice through counsel that he intends to file suit in Federal court over the ban placed by the film industry's Production Code Authority on ad copy and stills for his picture. Hughes recently appealed to Eric Johnston, president of the Motion Picture Association, transferring the ad problem to the New York MPA office, where Hughes is a member, although not in Hollywood. Heaviest penalty the association can assess against Hughes is withdrawal of the association's purity seal and a fine of \$5,000 for each use of disapproved copy. The Hughes release outlet, United Artists, is no longer a member of MPA.

While the controversy is going on, Paramount is taking advantage of the heat to plug its own picture, "The Road to Utopia." Paramount theatres in Hollywood and Los Angeles

## Corn Pays Off Also In Theatre Candy Supply; Big Shortage

Chicago, April 9. One of the most serious threats to theatre takes is seen in the shortage of candy supplies and soft drinks, brought on by the Government's order to corn-processors to reduce their grind 20%. According to confectioners, the already tight situation—tougher than during the war—will grow worse under the reduction program.

It was pointed out last week by Thomas A. Ryan, National Confectioners Assn. exec here, that most candymakers have been getting just enough corn syrup and sugar to keep going; and that many are operating only part-time. What's needed, he said, is to get corn moving from farms into the processing plants, since operations in the big today are conducted mostly on a barter basis between confectioners and corn-processors.

As an example of the latter point, in one case a grain elevator earmarked 50 cars of corn for a certain candy manufacturer who was able to get the grain man a new car. Confectioner, in turn, consigned the corn to a processor in trade for syrup and corn sugar.

That there's a widespread black market in corn was confirmed by Dept. of Agriculture grain experts here who refused to be quoted. Actual going prices in Iowa, the "Corn State," one official said, is ceiling price plus \$400 a carload side dough, with overpayments averaging 50c to 55c a bushel. Confectioners or soft drink manufacturers then supplies the corn to the processor in return for a promise of corn syrup and sugar.

Sample of what's coming is the statement of A. E. Staley, Jr., prez. of the Staley Corn Processing Co. of Decatur, Ill., who warned of a shutdown of the company's big plant

geles are making a lateral pass on the boxon star of "Outlaw" by advertising "Utopia" with three busts of Dorothy Lamour, Bing Crosby and Bob Hope, with the headline, "Sneaking or BUSTS."

this year if there's no corn to be had. And all this in the midst of the nation's corn belt.

### Popcorn Dangerous?

Albany, April 9. Popcorn machines have been banned in Albany theatres by order of Fire Chief Michael J. Flemming and Bldg. Commissioner Philip M. Gallagher on the ground they constitute a safety hazard. The two officials said the order was issued after receipt of complaints that the Eagle and the Leland had popcorn machines on the premises. The Eagle is owned by Joseph Grande, who has been connected with the Tri-State Automatic Candy Co., and the Leland by the Fabian circuit. Installations of popping machines were made in both houses recently.

## CHAS. STARRETT'S PACT BREAKS OATER RECORD

Hollywood, April 9. Signing of Charles Starrett by Columbia for the 12th consecutive year establishes a new record for galloping thiauya through yonder canyon on the same studio payroll. Saddler will keep on riding as the "Durango Kid," with Smiley Burnette as his comic co-jockey.

Columbia will team Jeff Donnell and Ken Curtis again next year in a series of musical westerns. Currently the team is working in "Cowboy Blues," the third of this year's series of four.

## If U. S. Cuts 20% Tax, Minn. Ogles Own Levy

Minneapolis, April 9. If the Government reduces or discontinues the 20% admission tax, the state legislature should consider an amusement admission tax to be shared with local communities. It's declared in a report prepared by a revenue subcommittee of the mayor's tax and finance commission here.

With the current 118-mill property tax rate highest in the city's history and increased postwar costs causing additional financing difficulties, the commission has been studying the problem with the view of making specific recommendations on revenue, expenditure and bonded debt.

## Schine Dissolve Suit 'Vicious' And 'Premature'; Delay Sought on 'Plan'

Buffalo, April 9. Counsel for Schine Chain Theatres, Inc., defendant in the Government's anti-trust suit, this week filed with Judge John Knight in Federal court here a 125-page brief listing objections to the recently submitted proposed plan of the Department of Justice for the reorganization of the Schine Circuit. This follows "recent decision by Judge Knight holding Schine companies to be an illegal monopoly and in violation of anti-trust law. Further arguments by both parties and the final decision on the exact form of the court's decree calling for dissolution and reorganization will be made by Judge Knight on April 16.

In their brief Schine lawyers first call attention to the fact that the "plan" is a misnomer, a "vicious" attempt to persuade the court to deprive the defendant of its theatres and should be completely rejected. They urge that:

1. The submission, discussion, approval and execution of any plan at this time is premature. They contend that no trustee should be appointed until the U. S. Supreme Court has finally decided the case. The Crescent case is referred to as having been finally decided in December 1944, but it is pointed out that no execution is yet in force for any plan of divestiture.

2. The court is without power or authority under the Sherman Act or any other law judicially to enforce performance of the plan. Schine argues here that the defendant companies and their subsidiaries should be regarded as a single entity and therefore can be no conspiracy. It is claimed that if the Schine companies are separate then the court did not have before it all of the companies whose presence were necessary for the enforcement of the Government's plan.

3. Although many of Schine's theatres were acquired in the ordinary course of business by entirely legal methods and without any statutory violation, the proposed plan

seeks the divestiture of these theatres also.

4. The Schine lawyers then proceed to analyze each Schine situation according to towns wherein Schine operates one and more theatres, giving the history of the acquisition of each theatre and the competitive and other conditions connected with the operations. Neighborhood theatres and pooling arrangements are also considered. The purpose of the detailed explanation is to point out to the court why the Government's disposition of these individual spots is improper.

5. Other Schine arrangements such as booking agencies, franchises and other practices alleged by the Government to be objectionable are discussed and an attempt made to justify the arrangements in each case.

The Schine brief finally objects to the terms of sale, the proposed appointment, powers and composition of a trustee claiming that all of these are unprecedented, improper, illegal and in violation of constitutional rights.

Schine also claims that, while the Government offered evidence with respect to only 32 Schine towns, its proposed plan covers every town in which Schine operates one or more theatres and in fact two towns in which Schine does not operate at all. In support of its arguments, Schine handed to the court printed copies of the order of the Tennessee Court in the Crescent case and of the testimony of J. Noble Buden, Secretary of the American Arbitration Association, in the Government's suit against the distributing companies in N. Y. City showing the extent and effort of arbitration in the industry under the Consent Decree.

### GATE SETS 'YOSEMITE'

Hollywood, April 9. Golden Gate Pictures will film "Yosemite" as one of its 12 Cinecolor films 1945.

Pictures, to be shot in the national park at its best in May, will be produced by William B. Davis.

## To Whom It May Concern

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# FOR ENTERTAINMENT *VARIETY*

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BIG ONES ROLLING...**

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The Screen's Loveliest Musical!

EARL CARROLL  
SKETCHBOOK



# Loretta Young Sparkplugs Cancer Campaign With Over 10G Tickets

Nation picture industry's cancer campaign for 1946 received its initial impetus Monday (8) as Loretta Young sold \$10,000 worth of tickets to the Carnegie Hall show April 19 at a luncheon given by the industry to garment centre executives at the Hotel Adlon, N. Y. Theatre audience collections, last for this year under a resolution adopted last week by the American Theatres Assn., is slated for April 21-28.

In a stirring appeal to the garment industry toppers, Miss Young told them how vitally their help was needed in the nationwide campaign to raise \$120,000. Following her address, they responded by buying 450 ducats in blocks of 10, 20, 30 and 40 at the top price of \$24. Tickets for the show scale down in price to \$1.80 and a sellout is anticipated.

Max Cohen, chairman of the metropolitan theatre owners committee, pledged that virtually every house in the N. Y. area would make collections during the Easter Week drive. Cohen estimated that the take in Manhattan alone would exceed \$75,000.

Carnegie Hall show will officially inaugurate the industry's theatre collection campaign. All-star program has been lined up under the co-producers, Carl Erbe and Bernard Kammer. Ed Sullivan, N. Y. Daily News columnist, will emcee the show, with Miss Young, Orson Welles, Jane Froman, Frank Sinatra, Eddie Bracken, Connee Boswell, Milton Berle and others participating, plus Xavier Cugat and Phil Spitalny orris.

Sinatra will emcee a portion of the radio broadcast, first half-hour emanating from Carnegie Hall, with Bob Hope taking over with another all-star cast from Hollywood at midnight. Coast portion of the program will be broadcast over the loud-speaker system at Carnegie Hall for those in the N. Y. audience.

Metropolitan Theatre Owners, the

N. Y. committee and reps of the film industry's division of the cancer drive, meanwhile, laid plans for collections at the lower in Times Square, N. Y., at a meeting Wednesday (9), under the leadership of Gen. John Reed Kilpatrick, chairman of the N. Y. committee and prexy of the Madison Sq. Garden. Com. Committee arranged to begin the Times Square activities on Monday (15) with an hour program each day. On the final day, two sets of tickets to the Louis-Conn fight will be auctioned off.

## SACK TO DISTRIBUTE 6 ALL-NEGRO FILMS

Alfred Sack has acquired distribution rights of six all-Negro feature films to be produced by Bert Goldberg, first to be "Boale Street Mama." Other titles in the series, one every 60 days, are "Another Women's Husband," "Hartem Hell," "Jesus and the Devil," "Jude in Swingtime" and "Hartem Goes to Town."

Films will be released by Sack to the 600 Negro theatres throughout the U. S., of which there are about 40 in Texas.

## See Films in Comfort

Memphis, April 9. Contending that many fat and tall people never really enjoy a picture show because they can't get comfortable, Raymond Fischer and Roy Cochran, operators who recently opened the Jaffrey theatre here, have installed a set of oversized seats (40 inches) and spaced a section of rows to make room for particularly long legs.

## Subsidies Pay Off

Continued from page 1

A third fellowship, also providing \$4,000 advance payments, is offered jointly by 20th and Doubleday & Co. to writers who have not been mentioned in previous novels published. Requirements in each of the three subsidy categories are: (1) The writer must have completed chapters of a novel or biography must be submitted. (2) The writer must have received a net pay of \$2,500 and the publishers \$1,500.

Limit on how many subsidies may be received was set at one, but this is only determined by the number that Bloch and the publishers think prominent.

Total of 3,804 manuscripts has been submitted during the past four years. Bloch disclosed, however, that many from servicemen, sometimes from places as remote as Chungking, Casablanca, Cairo, Calcutta, Melbourne, Sydney and Rome.

Best manuscripts, Bloch believes, yet to come. Fellowship plan, he said, would be continued indefinitely and the hunt for new talent intensified, if it could be maintained.

Nome Serles, Too. Surprising is the number of well-established writers whom 20th has picked up. Among them are Henry Fetta Buckmaster, whose novel on Panny Kemble will be published by prominent Brace; Edmund Gilligan whose novel, "Sable Island," is under contract to Scribner; MacKinlay Kantor, whose biographical novel will be published by Coward-McCann, and Len Zinberg, whose letters have appeared in "Yank," the New Yorker and other mags.

Among other authors are some who have as yet appeared only in short-story writers, such as George Freitag, whose first novel, "The Lost Land" will be published by Coward-McCann; Marjorie Worthing, whose novel, "Far from Home," has been passed by Doubleday; and Hamlen Hunt, whose first novel, just completed, is now being shown to publishers.

Many of the candidates submitted for subsidy, of course, have no picture possibilities. Nevertheless, Bloch and Peters, after discussions with the authors and their agents, have sent 47 of these to publishers for a looksee. Five of them have been published or contracted for. Six others are being revised for reconsideration by interested publishers.

As is done by the other companies—principally Paramount and Metro subsidizing authors, advance of the funds gives the company first rejection rights on the property. Deal for film rights is negotiated just as it would be with any other writer. List of recognized agents is provided to any author who isn't so represented and he is advised to get himself a 10% fee, so that the company is not put in the position of taking advantage of an innocent overwhelmed with the possibility of selling his book to Hollywood.

Established writers, of course, do not come under the "fellowship" plans. Amount of advance varies with the author's need. Usually it is around \$2,500, but it has run from \$1,500 to the \$15,000 paid one very well-known writer. In every case the subsidy is in the form of an option, which, if it is not picked up by the company, leaves the writer with the coin advance. If the option is lifted and 20th buys the property, the subsidy is considered as an advance against the purchase price.

The books have been bought by 20th at varying prices, but in almost every case an escalator clause is placed in the contract, providing additional payment for the number of copies sold. This gives the writer insurance of adequate payoff in case his book proves a bestseller. A \$100,000 ceiling is generally placed on the total sum to be paid under the escalator agreement.

Peters keeps in touch with writers while they are at work in an endeavor to guide them. However, they are constantly urged: "Write a novel, not a film. If you don't, you'll have neither a good novel nor a good movie."

Another scheme to encourage new writers was announced by Metro, Monday (8). In association with the Atlantic Monthly, it will offer prizes of \$1,500 and \$750 for the best first published short story between January and June and again between July and December. Should there be film possibilities in the award-winning stories, Metro gets an option on buying them at \$5,000.

Plan for industry-wide pool to subsidize new writers has been suggested, but there has been no action on it beyond submitting it to studio heads.

# Jackrabbit 16m Releases in Europe Poses Greater Headache Than in U.S.

Trying to keep 16m prints in authorized channels is indicated as one of the major troubles ahead in distribution of narrow-gauge product abroad. Tipoff on the policing problem is given by attitude of European film buyers in this country to make deals for indie picture releases.

In all agreements to purchase rights for theatrical showing of films in Europe, these buyers are demanding inclusion of 16m privileges. They say it's not the junior-line rights themselves that they want, but that it's primarily a move, while the 35m is still in circulation, to keep 16m prints off the market because of the virtual impossibility of controlling them.

Once the narrow-gauge prints get loose on the Continent, it is said, contractual limitations on their exhibition don't mean a thing. They are played all over the place, and often to direct competition with the 35m versions. Knowing how difficult it is to police the use of the minnie reels in this country, distributors have many doubts what might be done with their 16m product abroad.

Issue has come to the fore with a number of foreign representatives now in the U. S. trying to purchase theatrical release rights to films of such producers as Sol Lesser, Edward Small, Hal Roach and other old-line indies. Major companies, of course, reserve their product through their own offices, but the indepen-

dents, after the first seven-year pacts for release abroad have terminated, generally sell them to indie distribution outfits in the various countries.

## REPUBLIC'S HEAVY SCHEDULE OF 11 PIX

Hollywood, April 9. This month's filming schedule at Republic will be the heaviest in more than a year, with seven starters and four holdovers from March. April starters are "Stagecoach to Denver," "The Plainsman and the Lady," "GI War Brides," "Santa Fe Sunset," "The Angel and the Outlaw," "Shine On Texas Moon" and "That Brannon Girl." Hangovers are "Earl Carroll's Sketchbook," "Rendezvous With Annie," "The Crimson Ghost" and "Under Nevada Stars."

## SMPE Meets April 17

April meeting of the Society of Motion Picture Engineers will be held at the Movietone studios in N. Y. next Wednesday (17) with a synopsis of the current mail phases of newsreel production.

Speakers on the program include the following: J. Edgar Hoover, movie-news staff; Dan Doherty, assignee editor; Harry Lawrenson, foreign editor; Warren McGrath, sound engineer; and Vyvyan Donner, women's editor.

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Will chase Constellations no more  
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He naturally can't  
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## Many GIs Turn Down Discharges To Finish Film Courses in Paris

Story of another show biz school set up for GIs in Europe—this one a course in film production at the Institute of Motion Picture Arts in Paris—is revealed by returning American soldiers. The young men are proud to point out that many of the students with enough points to go home rejected their discharge in order to finish their studies, according to ex-Sgt. Alan E. Brandt, one of the 40 GIs selected to attend the school.

Applications for the institute were made through regular Army channels, with students, both officers and enlisted men, selected because of their previous film or theatrical background. School was run by the COPBA, French organization established for the furtherance of inter-allied unity and the U. S. Army, with the express purpose of giving the American serviceman an opportunity to make it easier for them to return home.

American film companies in France, recognizing the value of the school, furnished several of the students with opportunities to work in their offices as an adjunct to their institute studies. Brandt, who exchanged his diploma to work as a special apprentice at Columbia, where he studied all phases of foreign distribution under Lacey W. Kastner, Col's Continental chief.

With noted French film directors and technicians as the faculty, the GIs went through an intensive study of all phases of film production, from a history of the industry to actual production work. Students received lectures in technical aspects of film work and related arts, such as set designing, as well as practical work in editing, shooting and lighting, both in the institute's own studio and in Paris commercial studios. All aspects of foreign film distribution were also taught.

Made Two Films  
Putting their studies to practical use, the GIs produced two films at the end of the course, one in the Chambray resort area, titled "The Soldier Sees the City," depicting the trials and tribulations of a GI on his first visit to Paris. French girls and other American soldiers served as actors, with the students

handling all phases of production. Officers worked hand-in-hand with GIs on the films. Brandt said, "and several times a private, as director, would be handing out orders to a group of men with an eagle on his shoulders."

For extra-curricular work several of the students volunteered to supplement their knowledge by working in French dubbing studios. Although the majority of French audiences go to the cinema for the same reasons, with super-imposed titles finding favor only among the higher class patrons in the Champs Elysees house—Brandt said that exhibitor reaction to American pix dubbed in the U. S. was pretty loud. He told of one American film that had been dubbed in French by Americans that was ridiculed when it hit the French screens. Seems the producers had used French-Canadians to furnish the French dialog, who, however, is considered scandalous among the French people.

French dubbing technicians also get much better schooling from the new sound track, Brandt said. Knowledge gained by the GIs in the U. S. was put to use in the French dubbing studios should prove highly valuable to American producers, he pointed out.

At the end of the two-month course, the students were graded on final exams and given diplomas certifying their knowledge by working in French dubbing studios should prove highly valuable to American producers, he pointed out.

Unsung Heroes  
Amber, Mass. March 31. Just read the paper this morning concerning the University theatre at Biarritz American University. During most of the time Col. McCleery was director of the theatre. I was technical director and am surprised

that Col. McCleery gave no credit to the many "non-professional" GIs and civilians who were so important and in the success of the enterprise.

Dr. Hubert Heffner of Stanford University directed the entire Department of Theatre & Radio Arts of which the University Theatre was a part. The theatre was fortunate in having three civilian Artists' Technicians—Betty Raney, Elena Ryerson and Miss Blake—who not only played roles in the productions but did yeoman's service with costumes, makeup and props. L. C. Gossard, L. C. C. Anthony Coffaratti, Lt. Ernest C. Bl. Robert Skiles and S. Sgt. Joseph Conway aided in the direction of the various plays. Cpl. Joseph Shenko's liaison with the French was an invaluable help in the obtaining of properties and civilian clothes. There were many other GIs who gave unselfishly of their time and labor to help make a success of a project in which we all believed.

Rolph C. McGoun, Jr.

## UA May Be Last In the 16m Field

United Artists, most recent of the majors to announce its entry into 16m operations overseas, may be the last to get started because of the unique situation embodied in the UA's setup. Since the company is a distrib only for indie producers, all of the production remains in the hands of the producers. It's up to the latter, consequently, to decide which process they want their pictures distributed in the narrow-gauge size.

Company execs reportedly experienced some of the same trouble experienced in producing the 16m vs. superimposed titles problem for foreign distribution. Not knowing which process would bring in the biggest returns in the foreign market, each producer wanted to hold back his pictures until the two methods could be tried out on someone else's films.

With considerable opposition anticipated from the established 35m exhibs who handle UA product, it's believed the UA producers will hedge on releasing 16m titles in their pictures until they can discover from the experience of someone else how the 35m exhibs will take to the idea.

UA's narrow-gauge operations, announced by distrib chief, Grad Abrams, several weeks ago, remain in the talking stage, meanwhile. Company execs are reportedly huddling over which countries to be distributed for 16m films, with the possibility that the reduction prints will not be exported to congested areas such as England, where there are sufficient 35m houses to take care of the production.

## SKOURAS WANTS U.S. CATTLE FOR GREECE

Greek Relief rally will be held here, possibly (12), with George Skouras, veteran of Greece's War of Independence, scheduled to address a crowd of 10,000 at the Grand Ballroom of the Morrison Hotel.

Skouras' assistants have pointed out last week that the United Red Cross, headed by George Skouras, which has been awarded \$120,000 a year to Greece, will fold Oct. 1, and UNRRA is a drive for livestock, food and implements for the Greek people, which, etc., most useful item now being livestock, so that the program of shipping 10,000 head of cattle to Greece in the next few months will be stressed by Skouras in his talk here.

Skouras' K.C. Stopoff

Kansas City, April 9. The "Give An American Soldier of the Greek War Relief Association" was sparked here April 3 by work of George Skouras and Nick Skouras, director of community service for the chain.

Skouras was in on his regular itinerary setting up preparatory work for the public mass meeting which is to be held at the Municipal Auditorium April 28. Skouras tried to get to the West on other biz, but took time out to check on the campaign, which is fostered, with Matasopoulos. Skouras a sponsor of the campaign is set to return to speak at the April 28 meeting.

## Inside Stuff—Pictures

Recent switcheroo of British film critics, which has seen them lauding American pictures, has caused M. Y. film company officials to wonder if London reviewers have decided to get away from their recent hypocritical attitude towards anything bearing the Hollywood trademark. Some executives believe they may have been tipped that the harping criticisms are not warranted anywhere, especially in the case of the new "The Day Before Spring," which they also think is a big flop in London. Also that it merely creates ill-feeling without helping the British industry.

Republic plans to spend \$1,000,000 in the color production field this year and expects its new three-color process to be cheaper than any on the market. The new process, which is being revealed by Republic, says Herbert J. Yates told the shareholders that the production capacity for Manganator film should be tripled by next July. The new three-color process now on the market is expected to have ready-made color packages in use in 1947, the stockholders were informed.

Patricia Marshall is the next gal slated for a star buildup on the "Metro" lot. Singing actress, currently working in the Broadway musical "The Day Before Spring," has a Metro contract and will trek toward Culver City as soon as her run-of-the-play pact is worked out. Understood the gal will be starred in a film translation of the Broadway show.

PBC is rushing production of "Queen of Burlesque" for an early release to take advantage of the controversy about the proposed revival of burlesque in New York.

## Financing By-Passes Banks

Continued from page 3  
Chicago financier, to set up a company capitalized at \$20,000,000—and with provision for getting more coin if needed.

6% and a Piece  
Equity will charge 6% interest on bank loan, can get money on bank at 2% 21% and pocket the profit. In addition, it will take a participating interest in the picture's net return for the first 10% of the picture's net return. The picture holds a much less preferred payoff position overall than the "first money" bank got. This is in line with general practice. Finance outfits that provide "second" and/or "third" money, usually have a big chunk of the film in compensation for their risk.

There is no percentage the Schaefer-Greene setup will take, after its 6% interest, will depend on individual deals and risks involved. Amount, as with other finance companies, will vary all the way from 5% to 20%. Competing banks and financing outfits tend to hold the figures down.

There is a saving for the producer in that no "completion bond" will be necessary. When a bank provides the financing, an indie always has to depend in escrow with its sum of cash sufficiently large to protect the completion of the picture. In the case the producer has underestimated his budget requirements or the picture is a flop, the bank has the secondary money usually provides the completion guarantee coin, with the producer, of course, charged interest on it.

Schaefer sees another great advantage for indies in the savings he is offering. Aside from getting their coin in one lump sum, thus avoiding the by-play back and forth as they try simultaneously to line up the financing company and the bank, producers will be given sales representation and assistance in getting releases made by George J. Schaefer Associates Equity Unit.

Schaefer's Sales Organization  
Schaefer feels that since he will be in the control of a stock company, he'll be in a more favorable position to negotiate a releasing arrangement with the major exhibitors than an individual producer would. One of the deal is made, Schaefer Associates will act as sales agent, improving "individual" exhibition. One of the deal is made, Schaefer Associates will act as sales agent, improving "individual" exhibition. One of the deal is made, Schaefer Associates will act as sales agent, improving "individual" exhibition.

Schaefer is listed as both president and chairman of the board of Equity. He'll handle the production-distribution affairs, with Greene the contact with publicity men, who will be the banks, which will supplement Equity's resources. Bertram A. Schaefer is New York City attorney, counsel for the company.

SHERMAN GETS 'FORTUNE'  
Hollywood, April 6. Columbia assigned George Sherman to direct "His Face Was Fortune."

Picture goes into work April 22 with Wallace MacDonald producing. Young Veterans Army, Music Course, NEW YORK OR HOLLYWOOD Mar. 25, Variety, Ltd. West coast street New York, N. Y.

## New York Theatres

Idea LUPINO - Paul HENREID  
Olivie De HAVILLAND  
Sydney GREENSTREET  
In Warner Bros. Hit  
"DEVOTION"  
In Person  
LOUIS BRIDGES  
and His Orchestra  
B'way at 47th St. RAND

IN PERSON  
XAVIER  
ZIEGFELD  
FOLLIES  
In Technicolor  
CAPITOL  
GARY COOPER  
INGRID BERGMAN  
"SARATOGA TRUNK"  
Worner's Biggest with Flea Robb  
Continues  
Pop. Price Hollywood Broadway

DAVID O. SEIDENFELD  
INGRID BERGMAN  
GREGORY PECK  
ALFRED HITCHCOCK  
"SPELLBOUND"  
ASTOR  
GENE TIERNEY in  
"DRAGONWYCK"  
A 26th Century Film  
FOR OR FOR  
LAME, DEAD, EXTRA, COME, BOWELL

ROXY  
BING CROSBY BOB HOPE  
DOROTHY LAMOUR  
In "ROAD TO UTOPIA"  
In Person—Sunny Goodman  
PARAMOUNT

ON SCREEN  
Duke, April 11  
Robt. WALKER  
JOHN ALANSON  
In "The Girl"  
The "Sol"  
Takes a Wife"  
YVETTE  
Spectacular Stage Productions

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Spectacular Stage Productions





Nothing up his sleeve! . . . no gimmicks . . . no gags . . . BUT . . . plenty of moolah in YOUR Box Office . . . when The PRIZE BABY does his favorite trick . . . of pulling PROFITS out of a hat ★ ★ ★ He's been doing this stunt for Twenty-Five Years . . . and he's never used anything but TRAILERS and ACCESSORIES to pull it off . . . proof that it's

not one of those "faster-than-the-eye" gags . . . because . . . TRAILERS and ACCESSORIES insist on being SEEN! ★ ★ ★ No, The PRIZE BABY is no magician, brother . . . just a smart Showman . . . which is why all he needs . . . to do this trick . . . is "The Magic Touch of Showmanship" # # #

NATIONAL *Screen* SERVICE  
PRIZE BABY OF THE INDUSTRY

**"SPOTLIGHT BANDS"**  
With Guy Lombardo, Xavier Cugat,  
Harry James Orchestra  
Writers: George Ledner, Edmund  
Murray, Jim Burton  
Producer: Bob Taylor  
19 Min.; Mon.-Wed., 9:30 p.m.  
WGBH-TV, Boston

**"Coca-Cola"** ("D'Arcy")  
Coca-Cola's new "Spotlight Bands" series is by far the best idea it has had since it started the program. Instead of using any and all of the famous bands in and around the country, it has singled out Guy Lombardo, Xavier Cugat, and Harry James as the top producers of sweet Latin and swing, respectively, to do the weekly shows.

Not only do the bands give better quality than the others, but they allow room for things to talk about. As a result, with a half-hour show (a first for 10), the Coca-Cola script left the tendency to be compared with the gas the company bottles with its own-kind formula. They are now bright, listen-able, provide the individual leaders with jobs to lose at one another. They are now bright, listen-able, provide the individual leaders with jobs to lose at one another. They are now bright, listen-able, provide the individual leaders with jobs to lose at one another.

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**"THE WEEK AHEAD"**  
With Richard L. Tobin, Ned Russell, Bert Andrews  
Producer: Richard L. Tobin  
15 Min.; Mon., 10:45 p.m.  
WGBH-TV, Boston

Supplementing its nightly news service at 11:35, the station is now sponsoring a program that offers short-term forecasts and trends in business, politics, and the arts.

Initial stance was something short of a change into a news program and sounded more like a simple calendar of what's on for the week.

But the program has been built around pickup from Trib's business section. It has been built around pickup from Trib's business section. It has been built around pickup from Trib's business section. It has been built around pickup from Trib's business section.

**"MARRIAGE LICENSE BUREAU"**  
With Howard Miller, Ezzard Straker  
15 Min.; Mon., 11:15 a.m.  
WGBH-TV, Boston

Howard Miller and Ezzard Straker, both clever interviewers, have been given a title which is a play on the direct format, quizzing the blushing bride and groom on the marriage license bureau.

Another reported that her husband had never objected when she came to the breakfast table in the morning, while a third said that the only reason she could find for her marriage was that he had cold feet—literally.

Just in case there's no one at the beach, which is the case at the beginning of Lent, there have been a few "radio" interviews, and which are being aired. A small giveaway—electricity, iron, and—just in case, couple quizzed.

## Hep Hop!

As part of the stepped-up tempo of the U. S. Army's new entertainment drive, the Second Army has set up a series of radio stations around the country. The first of these is a radio station that wraps up more showmanship and shock appeal than a half-hour show.

If the Army fails in doubling its radio stations, it will have lost a lot of money. The first of these is a radio station that wraps up more showmanship and shock appeal than a half-hour show.

**"TO LIVE IN PEACE"**  
With Walter Heller, Walter Heller, George Hayes, James  
Producer: Don Martin  
15 Min.; Mon., 11:15 a.m.  
WGBH-TV, Boston

Walter Heller, a well-known radio personality, has been given a job to do. He is now a radio personality, and he is now a radio personality.

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**"HOLIDAY FOR MUSIC"**  
With David Ross's Orchestra, Kitty  
Kallen, Carl Massey  
Writer: Van Woodward  
Director: Ed Cashman  
18 Min.; Wed., 1:30 p.m.  
WASH-KELVINATOR  
(Geyer, Cornell & Neveille)

This replacement for the Andrews Sisters' show is a half-hour show. It is a half-hour show. It is a half-hour show.

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**"A PRESENT FROM HOLLYWOOD"**  
With Three Suns, Fred B. Cole, announcer  
Writer: Eric Marlow  
Director: Don Russell  
15 Min.; Sun., 3:30-3:45 p.m.  
WJZ-ABC, N.Y.  
(M. H. Hackett)

Wan, H. Scull Co., makers of Bosc fruit, has announced a 15-minute Sunday afternoon spot on ABC for the promotion of its new fruit. It is a 15-minute spot on ABC for the promotion of its new fruit.

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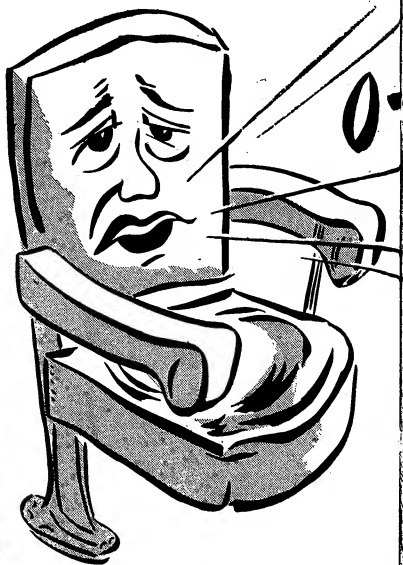
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**PRC'S RECORD-BREAKING HIT!**

# "The Wife of MONTE CRISTO"

**AND...  
NO NAME BAND!  
NO VAUDEVILLE!  
NO SECOND FEATURE!  
NO NYLONS!**

**BUT...  
JUST WHAT THE  
PUBLIC WANTED!**

**DESPITE THIS OPPOSITION...**



**AND PRC'S CINECOLOR HIT THE ENCHANTED FOREST**



**O-OH!  
MY ACHING BACK!  
... SUCH CROWDS  
... SUCH BUSINESS!**

**ALL RECORDS BROKEN  
FOR OPENING DAY AND WEEK END AT THE  
NEW YORK GLOBE THEATRE**

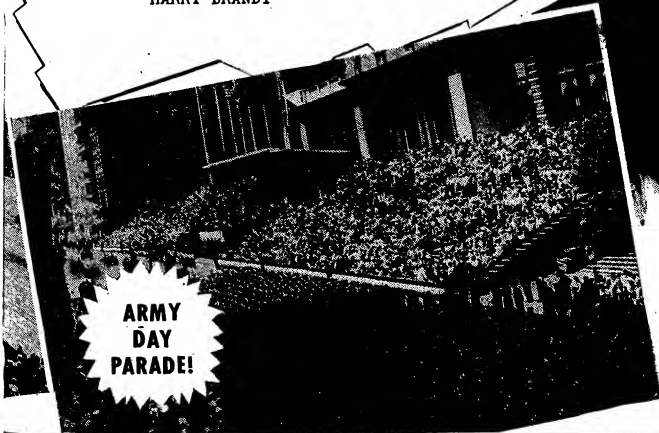
**WESTERN  
UNION**

HARRY THOMAS

PRES. PRC PICTURES NY

AM THRILLED AND DELIGHTED BEYOND WORDS AT  
TREMENDOUS RECORD BREAKING BUSINESS OVER  
WEEKEND THAT "THE WIFE OF MONTE CRISTO"  
HAS DONE. THIS PICTURE IS SENSATIONAL.  
AUDIENCE REACTION SPLENDID. REGARDS.

HARRY BRANDT



**ARMY  
DAY  
PARADE!**



**STILL BREAKING RECORDS THROUGHOUT THE COUNTRY!**

# Tele, Radio Towers (Not Studios) Exempted From CPA Bldg. Freeze

The radio and television industries have received assurances that the construction of transmission towers and allied facilities during the critical postwar period of expansion will not be hampered by recently promulgated housing curbs. The ruling which specifically relieves broadcasting stations from the need of seeking authorization to erect the towers was received from Washington early in the week from the New York regional office of the Civilian Production Administration, an official disclosed.

Broadcasters, however, under the ruling, will still have to seek existing station facilities. Construction of new buildings will remain subject to the curbs which place a ceiling of \$1,000 on radio station erection or repair work.

The exemption of transmission towers was based on a finding that the towers were used strictly for communication purposes and therefore free from the restrictive housing measures. Despite the fact that the materials such as concrete bases and steel girders. Specific inquiry by the regional office was made at the request of broadcasting interests, the CPA spokesman said.

## Elman Squawk Stops Video 'Hobby Shop'

First known instance of a threatened suit for infringement of radio copyright by a video program was brought to light last week when a squawk raised by Dave Elman, owner and emcee of the nationally syndicated WBKB, Ch. Balaban & Katz, out of radio telecasting of show called "Don's Hobby Shop" local station. Latter program was aired Thursday (4) as first of a proposed series.

Format of the video layout called for Don Faust, WGN-Mutual staffer who has been doubling on television to interview a different licensee each show, quizzing him on his hobby or particular interest.

Shortly after the Thursday program a registered letter was received by Faust from Bernard Smith, lawyer representing Elman, demanding that WBKB cease and desist or suffer court action. Rather than undergo the expense of fighting such a suit, WBKB people agreed to halt further format of the show.

Now the station is running a producer, to be called "Sidelites on Sidelines," in which Faust and various guests will discuss the hobbies and send their leisure hours. The word "hobby" will be taboo, and indications are that any court action brought against this show will be fought.

## WOW's Tele Plans

Omaha, April 9. At the beginning of the week of question, WOW through its president and manager, John Gillin, Jr. announced that it intends going into television as soon as word is received of its application for a license. A transmission tower has been secured at the Blackstone hotel.

WOW engineers have constructed a complete television studio unit for use in training personnel in television engineering. Delivery of a complete transmission tower has been promised, subject to approval by the FCC of the permit.

## DECATUR, GA.

One Night Concert (March 29)

\$9,922.4

THE HOUR OF CHARM

All Girl Orchestra and Choir

Conducted by

Phil Spitalny

SEE PAGE 41

# BBC Video Resumes June 7

London, April 9. The British Broadcasting Corp. announced this week that it will resume television broadcasting next June 7.

The Victory parade will be the first major event to be covered. As previously, the telecasts will emanate from Alexandria Palace.

## Pix on Special Events For Tele Pointed Up By ABC Video Show

Parlaying television and aviation into a solid demonstration of post-war production, ABC television Monday night (8) offered video test owners in the Manhattan area exclusive preview of the new aviation show at Grand Central Palace, N. Y. Film, running 10 minutes, was transmitted from the new Wanamaker station of WABD (DuMont, N. Y.).

All highly interesting stuff, the film demonstrated that motion picture cameras have advanced to the future may be of more value than straight video coverage by remote control. The film, which was shot at Grand Central Palace, N. Y., Film, running 10 minutes, was transmitted from the new Wanamaker station of WABD (DuMont, N. Y.).

With a fore-drawer commentary by Julian Arthur, the ABC video newsreel camera covered the opening day of the show from start to finish. Film covered with some good shots of the palace's marquee and the exhibits being unloaded and brought into the arena, then went inside to show the leading Army and civilian dignitaries' tea off with their military escorts.

Cameras then took a swing around the arena to show the latest in Army and civilian aircraft, various technical exhibits and hereafter 100 military secrets revealed for the first time at the show. Highlights of the film, as of the exhibit, were shots of the Nazi V-1 and V-2 bombs and German rocket planes and Japanese suicide planes.

Film was produced and edited by Harvey Monroe, executive producer-director of ABC television, in cooperation with the Emerson Varney studio.

## 'Famous Jury Trials' Adapted For ABC Tele

"Famous Jury Trials" aired as a sustainer over the coast-to-coast ABC network on Saturday night, will make its bow as an ABC television show over WABD (DuMont, N. Y.) on April 18.

Harvey Monroe, chief of the ABC video staff, announced the show would be broadcast on four consecutive nights, starting at 8:30 p. m. slot. Radio program, property of Transamerica Radio and Television, will be handled by the ABC video and directed by Harvey Monroe. ABC's exec producer-director, will see the show for sale to Broadway or Hollywood will be cast in the lead roles.

# PIX GROUP TO AID WABD STUDIO PREEM

Television and the motion picture industry will undergo one of their first examples of cooperation Monday (15) at a point when Walter Abel and a quintet of Goldwyn girls help get WABD (DuMont, N. Y.) off the air at the station's new Wanamaker studios.

Abel, currently featured in Sam Goldwyn's "Kid From Brooklyn," (15) at a point when Walter Abel and a quintet of Goldwyn girls help get WABD (DuMont, N. Y.) off the air at the station's new Wanamaker studios.

Muller, Spaghetti's through the C. F. Dunn Jones agency, will be directed by Tom Hutchinson. It will follow a broadcast from Washington, where the amount will inaugurate the Wanamaker studios.

## UHF Color Video Gains Impetus as Five More Black-Whites Pull Out

Washington, April 9. Five more applications for low frequency black and white video licenses were withdrawn over the week, as the move to get out from under and await ultra-high color television licenses to take on stampede proportions.

Following notified FCC that they have changed their minds and prefer to wait until after the war.

Metro in Hollywood and Marcus Loew Booking Agency in New York, have withdrawn a television application some time back.

Yankee network from Hartford and Boston, and Loyola University, from New Orleans, have pulled out of Providence weeks ago.

This reversed trend has been gaining momentum for some time. The government building freeze, announced the other day, is considered in many quarters a key factor in pulling black and white video.

Trend appears to provide for CBS and RCA-ABC combination. Columbia has been asking everybody to wait a little bit longer and get color, while the latter team has been urging black and white.

United of Ohio Set to Pull Out Cleveland, April 9.

United Broadcasting Co., licensee of WHCK, Akron, WJH, Cleveland, and WHCK, Columbus, may pull out of the market for black-and-white television stations in all three towns. Decision will be made at special meeting called this week to decide the question.

FCC ended a five-year probe into the activities of John Starnes, exec of WBAX, Wiles-Bar, Friday (15) and decided he could continue to operate the station on a regular basis. At the same time, the commission nixed bids of four other parties for the WBAX wavelength.

## RUBBER-SYMPH SNAP BOUNCES WM KING

William King, who for the past two years has been on the CBS pay-off as liaison between the M. S. Philharmonic, the sponsor, U. S. Rubber, and the agency, Campbell-Cordell, has resigned. His future plans are indefinite.

King, former music editor for the New York Sun, worked out of the office of James Fawcett, longhaired music program division head.

With U. S. Rubber dropping out of sponsorship of the Philharmonic for six months, after the April 14 broadcast, King was left with no assignment.

## WCAU's Penn Grid Wrapp

Philadelphia, April 9. WCAU yesterday (Monday) announced that it had signed a contract for exclusive rights to broadcast the 1946 football schedule of the Univ. of Pennsylvania. The station has carried Penn games in the past several years but had them assigned to the station via Atlantic Telefilm Co., which bankrolled the schedule.

This is the first time the station has dealt directly with the college and has secured up rights for sale to whatever sponsor it can get.

# DuMont Unwraps Studios Next Wk.; Four Sponsored Shows Wrapped Up

## Tele Review

### THE FAR-OF HILLS

Applied from the Lennox Robinson play by Lorraine Laren. Director: Ted Post. Thursday (4) 8 p. m. WABD, Chicago.

Latest Balaban & Katz video experiment produced varied results, chief among them, as in the case of most first-time video lessons learned the hard way. Nearly an hour and a half on non-instructional amateur dramatics is a pretty stiff video dose to take.

Taken at face value, this feature length production could not be charged anything more than storage. However, considering the shortcomings of local television equipment and the tiny audience available, non-professional thespians, the verdict is at least A for effort.

Hardly apparent was any desperate adaptation for television, as stage technique left much to be desired in screening. Sets were often overexposed; performers pitched their voices for a theatre audience rather than for the video microphone, and the final result was that the easy of listening. Stuffed for only a few minutes, the "Hills" can be enjoyed, in spite of the fact that several scenes have been taken out of the act and one part, that of "Ellen," the maid, could have been dropped without detracting from the story.

Thespian by the simon-pure was Emerson Harris, Jane Lorenzen, Marjorie Kane, and John Stephens. The latter three were in character makeup, hurt characterizations.

There is very poor presentation of the film, but the fact of the matter is in this proposed series will help and acceptance. Tomlin.

## HERE IS ONE WAY TO GET STEADY WORK

Washington, April 9. Raymond Gram Swing, "dean" of the commentators, shows up as emcee of a token two shares in the Eliza R. Brown Co., which last week entered its bid for a radio station. FCC will serve several small OTC communities among them Swing's hometown of Eliza.

Over Connecticut way, Frank Parker, vice radio tutor, has a bid in for both an AM and an FM affiliate in Danbury, Conn.

## Foole, Co Strengthens Its Hollywood Staff

Hollywood, April 9. Hubbell Robinson, Jr., vice-president of radio at Foole, Cone & Bolding, made three appointments to Hollywood staff in order to effect clearer definition of roles for local FCC.

A. L. Capast is in charge of all network programs originating in Hollywood. Vic Hunt, in charge of talent relations and program development, with Jim Fonda as associate.

Barry Olson, in charge of business operations, contracts and communications between Hollywood and radio stations, has named Spencer as his aide. Radio managers outside of Hollywood are unaffected by realignment.

## Philly Unions' FCC Beef Claims Air Brushero

Washington, April 9. Latest union protest to the FCC last week came from the United Electrical, Radio and Machine Workers of America (IUE) which is riled over Philadelphia station's handling of radio time air issues in the Westinghouse strike.

The union did not get out into the streets, however, to protest in faction with treatment accorded by all Philly outlets.

DuMont television test of its new Wamamaker studios, reported to be the world's most modern, with a special broadcast and reception Monday night from WABD (DuMont's N. Y. video outlet, thus becomes the first station in the N. Y. area to make use of the new video changer to new frequency allocations.

From the program will mark the first two-way use of the Bell System's coaxial cable between N. Y. and Washington, with part of the show originating in each city. In addition to more than 400 guests expected, the Wamamaker studios, an audience of Senators, Representatives and other Governmental officials will be invited to the Washington's Mayflower hotel on sets especially installed for the purpose.

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WABD savings into its regular broadcasting schedule the following week. Present plans call for the station to broadcast from 8 to 10:30 p. m. through Fridays, with four half-hour spots in the afternoon lined up for the first week.

Sponsored spots include "Here's How" in the Tuesday night 8-9 p. m. slot, sponsored by Colgate-Palmolive, through William Eddy agency; "The Great Gatsby" in the 9-10 p. m. slot, produced by ABC television; "Mardi Gras" by the Alvin Karpis production company, Anderson, Davis & Parley, at 8 p. m. Wednesday; and a variety show on Friday, April 12, 8-9 p. m., sponsored by Ben Philizer.

WABD will present a special Good Friday broadcast at 8:30 A.M. April 19. Station will broadcast a film program from 8:30 to 9 each night through the air.

## More Debate on Open Hearings for Sale Of Stations Set by FCC

Washington, April 9. FCC will meet to formulate, April 17, on the merits of requiring open bidding on sales of radio stations. It was announced here last week.

FCC's new rules governing station sales are expected to be formulated by the end of the month. The commission's decision in the sale of the Crosley Radio stations to AVCO will be the first test of the new policy. Effect without hearing unless specifically requested.

Briefs protesting the rules, however, have been filed by the NAB, which claims they are beyond FCC's jurisdiction. The NAB also claims that the rules are in violation of the Federal Communications Act, which requires that the rules requiring competitive bidding on radio station in process of their transfer from executors to heirs or other parties.

## GF To Keep K. Smith's Hot-Weather Rest Time

Although in past years the General Foods-Kate Smith CBS show has taken a summer hiatus, with the network filling the 13-week period at 11:30 p. m. with the same program, this season the network is retaining the time. Miss Smith will take her usual 12-week vacation in Europe, leaving her place to a hot weather replacement show.

Foole, Cone & Bolding is the agency on the account.

## Philly's Army Day Parlay

Philadelphia, April 9. Seven Philly radio stations tentatively to carry Army Day singing from Town Hall, Saturday (16). It was hoped that the program would be a success for a stunt.

Show started 200,000, but the program's KTW orchestra. Detail was handled by Sgt. William Hines and Sgt. J. R. Hines. The program was a member of staff of KDKA, PHILADELPHIA, Orioles participated in the KTW. WPKB, WPCB, WDCB and WHAT.



## First of NBC DOCUMENTARY RECORDINGS

WITH THE RELEASE of its two-volume album, "... rendezvous with destiny," the National Broadcasting Company makes an impressive contribution to the story of our times. Based on the radio addresses of Franklin Delano Roosevelt, and designed expressly for educational use, this is the first of a series—NBC DOCUMENTARY RECORDINGS—designed to preserve the pattern of contemporary American life as heard through the medium of radio.

Concerned with recapturing the spirit of those decisive years preceding and during the second World War, "... rendezvous with destiny" presents the actual words and familiar voice of America's late Chief Executive in excerpts from 23 of his most important radio addresses. With an original musical

score and with narration written by César Saerchinger, these excerpts are blended into a chronological sequence of stirring history.

From the challenge of the opening excerpt, "*This generation of Americans has a rendezvous with destiny,*" through the final conviction of Roosevelt's words, "*We cannot live alone, at peace,*" here is truly absorbing documentation of an era.

Future presentations of NBC DOCUMENTARY RECORDINGS will be announced on release. The two volume album "... rendezvous with destiny" contains twelve 12-inch recordings—playing time two hours. It is obtainable from Department B, NBC Radio-Recording Division, New York 20.

AMERICA'S NO. 1 NETWORK



A Service of Radio  
Cooperation of America

... the National Broadcasting Company

In Recognition of Our Sincere Efforts  
to Enlist the Support of WLW-land in

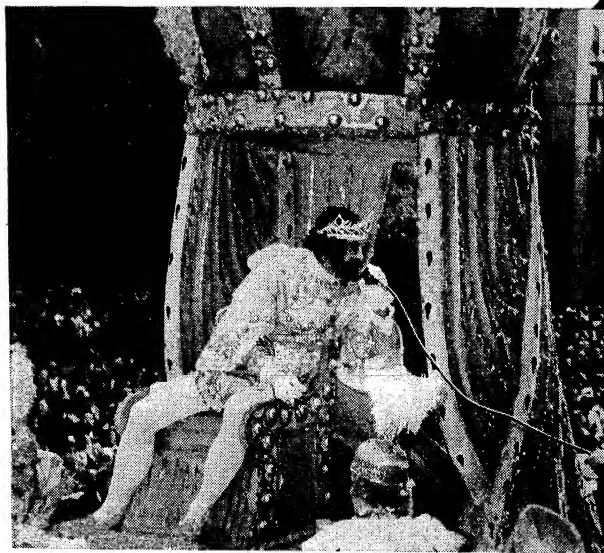
## "CONTRIBUTING TO THE WORLD'S BREADBASKET"

In this most critical year, a VARIETY Award for service  
in any field carries with it, if possible,  
even more prestige and satisfaction than in the past.  
Here at The Nation's Station we feel deeply our obligation  
to serve to the best of our ability "in the public interest,  
convenience and necessity". It is a matter of considerable pride,  
therefore, that our efforts in behalf of our rural listeners—  
who comprise nearly half of our total audience—  
should gain national recognition.  
We are most grateful if that effort may, in some tangible way,  
help feed the starving people of the world.  
We assure you that as we proceed into the future, your consideration  
of what we have tried to accomplish will prove  
a continuing challenge to all of us.





# WHEN MARDI GRAS— BIGGEST SHOW IN THE NATION—WAS ON WWL



The majestic voice of Rex was carried over WWL—and the CBS network



The Mardi Gras parade—first since 1941—was described brilliantly by the WWL special events staff and Larry LeSueur and Bill Downs of CBS



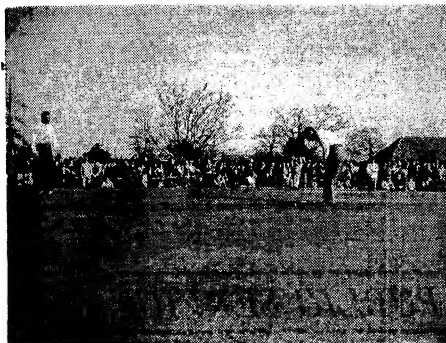


Listeners were transported to one of the fabulous Carnival Balls by WWL.



The WWL "float" carrying WWL's Dixieland Jazz Band held a prominent place in Carnival Parade

## Listeners turn to WWL for complete reports of big events



WWL used short-wave pick-up to follow the New Orleans Open Golf Tournament



Typically—WWL was first on the scene at the February 19th explosion

### HOW WWL ADVERTISES ITS ADVERTISERS



24 Sheet Posters



Street Car Dash Signs



Newspaper Advertisements



Point-of-Sale Displays

## Folks turn first to—

# WWL

NEW ORLEANS

The greatest SELLING power  
in the South's greatest city

50,000 Watts - Clear Channel - CBS Affiliate

REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

## Don Lee Seen Court-Bound For Injunction to Stop FCC Hearing

Washington, April 9.

The Don Lee Network may go to court to ask an injunction calling off an FCC hearing, slated for June 17, into the net's operation under the chain broadcasting regulations, according to reports here.

FCC last month set down the license renewals of three of the net's o, and o, stations in California for hearing and called on the Pacific web to file license renewals for its other two outlets.

Don Lee may fight the action on ground that the radio act provides for, a regular three-year license period for all stations, except when license revocation proceedings are launched at FCC. Since licenses of two of its outlets are not up for renewal, the argument is made that the Commission has no authority to hold hearings on license renewals at will. Otherwise, radio franchises could be placed in jeopardy for any reason at any time.

Argument so far as two of the net stations are concerned is sound, according to observers here, though there is nothing to prevent the Commission from moving ahead with hearing on the web's other outlets.

## RWG Refuses Exclusive Script Deal to 'Stars'

Hollywood, April 9.

Radio Writers Guild has refused producers of "Stars Over Hollywood" program special contract privileges that would permit six months exclusive right to supplied scripts.

Producers asked RWG for the exclusive due to casting and other production problems that precluded immediate acceptance. Scripts must now be subject to same rules as apply to other air shows, and may be circulated among other buyers sans any option.

## Playing Safety?

National Safety Council sent out nation-wide appeals to listen in on its "Jones and I" safety-slated show, which was shifted from Sunday on ABC to Wednesday, 9 p.m. To plug its program, council also called attention to Eddie Cantor's show tonight (10) which is being devoted to NSC's campaign. All of which is to the good.

Problem, however, presents a Ripley. Cantor show (NBC) is spotted opposite "Jones."

## AFRA, SCB BRAWL AT WAGE CRISIS

Hollywood, April 9.

Wage wrangle over announcements during American Federation of Radio Artists and Southern California Broadcasters, repping 12 indie stations here, is expected to crystallize to a negotiable point today (9) or devolve into knock-down-drag-out so far averted. Final meeting before agreement or blowup is expected today. Situation is admittedly very delicate, with neither side indicating sufficient revision of initial proposals to form basis for bargaining.

Managements are agreeable to raise but counter-offers seem too low for AFRA acceptance. Union, on the other hand, is reaching for the moon, it's said, a situation equally unattractive to managements. Opposing sides have remained poles apart for a month now, agreeing only that wage elevations be graduated according to three station classifications. Figures are not being revealed in the hope of saving face if and when one side back down. Existing contract has already expired.

Houston-Reese Reinecker, secretary-treasurer for the past several years of KXYZ, has been appointed station manager.

## CBC-Indie Feud

Continued from page 34

selves. The Canadian Assn. of Radio Broadcasters, for example, is neither the happiest nor most cohesive group. There's a conference May, during which a lot of things should be ironed out—chief of which is a unifying policy between the indies where they're not out to cut each other's throats as far as talent and territory coverage is concerned.

By Augustin Frigon, general manager of CBC, has often said that he'd like the relations between the indies and CBC to be much better than they are. Matter-of-fact, he's even been the speaker at CARS gatherings. So now it's just a matter of getting together.

## Censorship Issue

Now as to the "censorship," which is one of the chief charges against CBC. Duntion claims CBC does not exercise censorship control or ever wants to.

He gave an example of the recent Cantor "ban." The CBC did not ban the program from Canada. The case was simple, he claims.

CBC has previously carried Cantor's show on the U. S. net, with which it was affiliated. This year, however, he says, CBC decided not to use the program for reasons that it did not come up to CBC's program standards. Whatever that may mean can be individually interpreted. Duntion stressed, however, that CBC did not prevent any other station carrying the program, providing they could get it. It was just the simple case that CBC did not want it.

Another case of CBC "control" was the banning of the Labatt beer program. CBC's explanation is this: Toronto station CFRB was set to use the program. Provincial laws, however, prohibit the advertising or mentioning of alcoholic beverages. The CBC order merely went along with the provincial regulations. In Quebec, for example, where the advertising of liquor is allowed, CBC would not interfere in a similar case. So strict are the Ontario regulations, that not even the name of a liquor firm is permitted to be mentioned.

Summing up: The indies are al-

## Inside Stuff—Radio

One of the things Frank Sinatra cleaned up on his current visit to New York was the method of paying Music Corp. of America commissions on his radio commercial. In the past, MCA had been collecting its percentage on the basis of the cost of the package—\$12,500 weekly. Sinatra insists that the commission return to the agency should be exacted only on the net to him, which has been arranged after several confabs.

Sinatra's stance against paying the agency commission on the entire package was based on the fact that they do not handle the Pied Pipers, Axel Stordahl, and other personalities connected with his Old Gold commercial, and should not be paid a commission on their salaries.

Dedication of the Hyde Park home of the late FDR as a national shrine Friday (12) will be broadcast to the largest radio audience since V-J Day, according to Secretary of the Interior A. Krug. ABC, CBS and NBC will carry the half-hour ceremony live, with BBC transmitting to the British Isles and many European countries. Services will begin at 2:30 p.m. In addition Mutual will put a transcription of the event on the air 8:30 p.m.; and the International Broadcasting Division of the State Dept. will DX a running commentary on the ceremonies beamed to Latin America. Later in the day State Dept. will broadcast in 22 languages to all parts of the globe.

Radio Writers' Guild second "Air Credit Bulletin," listing writers and the shows on which they work, is being compiled now for late spring publication. Dorothy Bryant, Guild national secretary, said the new edition will be split into two sections. One will list writers by regional sections, east, midwest and west. The second will classify type of program so that a person looking for a scripter for comedy, dramat or any other category will find listed the people he wants. Deadline for submission of air credits for inclusion in the second edition is April 30.

ABC has rented the John Golden, a Shubert house on 45th street near Broadway, New York, as a studio to take the place of the Vanderbilt theatre. Later is being taken over for resumptions of housing relief shows next August. Switch to the Golden, a 720-seater, will leave the net with the same number of theatre studios it has now—three. Two others are the Ritz and the 58th Street theatre.

Lease is for a period of three years, with renewal option.

Line forms outside of WRC, the NBC station in Washington, for union hose these days. Station has figured a tie-in between what every woman wants and the government's food conservation. Stockings are being donated by the Hahn shoe stores here which are cashing in publicity-wise in a big way.

## MARIAN SEXTON TO WOL

Washington, April 9.

Marian Sexton, in charge of women's features at KMOX, St. Louis, has been signed as director of women's programs for WOL, the Cowles-Mutual station here.

She takes over April 15.

tempting to fight CBC, instead of understanding the purpose of the body. CBC has done nothing by way of public relations to explain its actions.

## 22,000,000 Radio Sets

Seen As Goal for '46

Washington, April 9.

Radio set production is expected to hit an alltime high of 22,000,000 this year, FCC announced last week on the basis of a survey conducted among manufacturers. However, the figures show that FM and video will make up only a small share of the sets, with television down to a trifle.

## FOR OUTSTANDING PUBLIC SERVICE

### WOV receives Peabody and Variety Awards

for contributions to American radio in 1945

—the result, we believe, of a balanced program policy.

To receive either of these cherished citations is an honor to any radio station and a tribute to its record of service to the listening public. To receive simultaneously, both the Peabody Award and the Variety Showmanship Award for contributions to American radio in 1945, is a distinction that, in our opinion, is the direct result of a carefully planned and projected program balancing policy.

We of WOV believe that in serving the public interest to the best of our abilities, we best serve our listeners and sponsors alike. We believe that in developing programs and broadcast patterns designed to entertain, educate and inform, WOV is carrying out a schedule of public service that is its basic responsibility.

We express our deep gratitude for the honors bestowed. WOV will strive, during the coming year to be worthy of these distinguished citations.

# WOV

New York

Ralph H. Wall, Gen. Mgr., Arnold Bartley, Program Director John S. Freeman Co., Nat'l Bgs.

# NOTICE!

*once again WOR can make a statement  
that underlines its position as the most dominant and buyable station in  
New York . . .*

**day and night (6:00 am to Mid.)  
during an average week,**

**WOR** gets into more  
homes with

**radios (3,440,000, to be  
exact) in a 4-state, 78-county area—  
including metropolitan New York—  
than any other station\*.**

*\* based on the Nielsen Radio Index—New York Area—  
Oct.-Nov., 1945*

MUTUAL







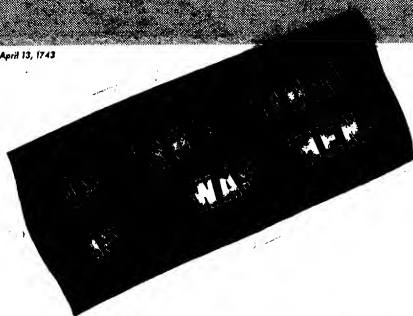




Thomas Jefferson . . . born April 13, 1743

# THOMAS JEFFERSON said . . .

"Equal and exact justice to all men—freedom of religion, **FREEDOM OF THE PRESS**, freedom of the person. . . . These principles form the bright constellation of democracy."



GUARDIAN OF  
AMERICAN  
FREEDOM

# WJR

THE GOODWILL STATION, INC., DETROIT

## Press, Politicos in FCC Gangup

(Continued from page 41)

into the radio field as licensees in their own right, although this trend has also been speeded up during radio's lush war years. Locally, many city and state officials have also shown up more frequently in station bids.

### Political Spots

Spot check of FCC applications shows numerous politicians already in the picture. In Trenton, N. J., ex-Gov. W. P. Hobby, buddy of Jesse Jones, is licensee of KPRR, Haddon; and Mrs. Claudia Johnson, wife of Lyndon Johnson (D., Tex.), is owner of KJCC, Austin.

Sen. Arthur Capper (R., Kan.) has both WIBW, Topeka and KCRS, Kansas City, Kansas. Rep. Harry Elwell (D., Ore.) is biggest holder in KRVS, Roseburg, Ore. Cincinnati's outfit WKRC is held by Herbert Taft, son of Republican Sen. Robert A. Taft. In Milwaukee, Senator Bob LaFollette's family shows up as part-owner of WEMP. And on the Coast, Sol Hatz, who holds the important job of Collector of Customs, also operates KRCR, Seattle, while John Wheeler, son of Sen. Burton K. Wheeler (D., Montana), has a chunk of KPYY, at Spokane.

Others, with FCC licenses, but not yet on the air include Congressman Dwight Rogers (D., Fla.) for a new indie in Ft. Lauderdale, Fla.; Bankhead, son of the Sen. John Bankhead (D., Ala.) for a local walter in Jasper, Ala.; and Sen. Joseph R. McCarthy (R., N. Y.), nephew of Rep. Hugh Peterson (D., Ga.), with a green light for Savannah, Ga. Latest to get a license is Ed Pritchard, Sr., pappy of the general counsel for the National Democratic Committee.

Meanwhile, several other political figures are pushing for permits. Oklahoma's Gov. Robert Kerr, temporarily stymied in his bid for a 56 kw. in Tulsa, pending outcome of FCC's clear-channel probe, has application for a second outlet in Peoria, Ill. J. Leonard Reisch, radio advisor to President Truman

is concealed good odds for an FCC okay for his own station in Cincinnati. Finer Benson, former governor of Minnesota, is on record for several FM outlets in his state.

Latest politico to enter radio is Rep. Thad Wastkowski (D., Wis.), president of the Wisconsin Broadcasting Co., which last week won FCC okay for local operation at Milwaukee. Wastkowski and wife have a 20' block in the new local-oter.

## UNITED PACIFIC SKEIN WILL REMAIN LINKED

Hollywood, April 9.

On return this week from swing through Rockies and Pacific slope, Van Newkirk, head of United-Pacific Radio, Inc., of defunct Associated General network reported 33 odd stations would continue to click together on a part time basis. Newkirk was out three weeks and covered some 4,200 miles during station relations trek, that extended between San Diego and Bellingham, Wash.

Statement marked first horse's mouth confirmation of net sticking together via line broadcast of six committees which United-Pacific retained on regional basis. Management is in full agreement, according to Newkirk, and other members are interested in joining. Broadcasters were all curious as to why and wherefore, but Newkirk, especially since they had received no word excepting wires notified of tolerance.

Speculation on possibility of Associated resuming has just been denied. Newkirk held out no chance after talks with New York prior to leaving. But on return he said he had been told of New York shop, so it is assumed just chance has come and gone.

### Associated Aim

Associated was trying to strengthen its eastwise position via affiliation with low-power regional net, Universal Broadcasters, when former folded. Associated hoped for consolidation with U. to afford greater coverage in given areas, in addition to prestige. U. was aware of fifth net's precarious position, chief. Hooky would have been effected with U's KXLA, Pasadena, and others in San Francisco area, Seattle, where affiliates are now or are planned. Deal would have been snugly worked out, still organized from nucleus of three stations, but it is believed connection would have helped over the end.

## WMEX Bid

(Continued from page 41)

the station was tenant-at-will in the Touraine Hotel, had since taken over a floor in the Paint Furniture Co. building on St. James Avenue across from the Slater. He said WMEX had been spending \$80,000 setting up, but would be ready to go in three months.

Other identifying were William B. MacGrath, formerly of WNEW, now managing WHDH, and Lawrence J. Flynn, former WMEX. MacGrath, in position to the case now was ordered by a woman who claimed she was the mother of a child born in birth control when the subject was on the ballot in a popular referendum.

Meanwhile the Yankee network has announced it has dismissed its application for a permit to construct its projected commercial television project slated for Boston and Hartford. No reason given.

## WFNC Prexy Qmits Job After Murder Arrest

Raleigh, April 9.

Wall C. Ewing, president and manager of WFNC, Fayetteville, N. C., arrested on a charge of murder following the death of his wife, has been refused his freedom at a habeas corpus hearing and held in the Cumberland County Jail.

Following his arrest, Ewing resigned his post as president of the radio station. Victor Dawson, a lieutenant in the Navy, will recently have a hearing on his freedom.

At a coroner's inquest, it was testified that Mrs. Ewing died as the result of a beating and neck injury the inquest testified as to repeated beatings allegedly administered by Ewing to Mrs. Ewing.

Ewing is being held in a Fayetteville hospital. Ewing is a prominent Fayetteville business leader, and county chairman of the Democratic party.

### COWAN'S STATE SENATOR

New show tentatively labeled "State Senator" and involving a plot to oust in excess of \$5,000 per station is being packaged by Louis C. Cowan, producers.

Howard Teitelbaum is doing the scripting, while George Zebrowski, former director and producer of Murray orchestra linked for the music. Audition platters being out this week, but agency people are already interested.

### HARDESTY UPON AT WTOP

Washington, April 9.

John F. Hardesty, chief of staff of the Navy, has been offered to administrative assistant to sales manager of WTOP, the CBS-owned radio here.

Robert M. McCready, also recently chief of staff of the Navy, has been added to the sales staff.

## C. A. B.

(Continued from page 33)

that were brought to CAB's attention 15 years ago and, as such, "15 years later" in arriving. The basic premise on which the report was based is that radio is still serving limited audiences and that, as such, the industry is not getting what it needs. The report said 50 times be, it was, it's ended.

However, "No. 5 recommendation" of the committee is singled out for laudatory comment by it. "It concerns the committee's charge that the currently widely-used program ratings are frequently misused by buyers and sellers of radio time and, as a result, in many instances, ratings become false yardsticks which mislead, stifle experimentation and variety, and create confusion."

The committee's endorsement of "the CAB principle of strong, co-operative, tripartite radio programming" was singled out for criticism, in view of the fact that the CAB has never gone after the stations, but only the networks.

Reaction of C. E. Hooper and A. C. Nielsen to "No. 3 recommendation" has also been awaited. That covers the committee's charge that the CAB "develop new methods and techniques in a manner as a vehicle for 'collective bargaining' on behalf of all classes of radio programming, including producers of such data."

Committee that whipped up the CAB was composed of C. E. Hooper, president of the CAB, and F. L. Alder, now, to the president of Lever Bros.; Edgar Kobak, Mutual network; and D. W. Brophy, president of Kenyon & Eckhardt agency. The membership was expected to be in the city of the board within the next 10 days or so.

## Fly Flies

(Continued from page 41)

last week filed application for the facilities of WKBW.

WKBW, now run by Buffalo, is due for a new owner. The multiple ownership ruling forbidding one outfit from operating more than one station under the FCC multiple rule built WKBW in 1926 but sold it to the Buffalo Broadcasting Co., which, with the time clause part of the sales contract.

Buffalo has a healthy treasury of \$255,000 to support operation of the station, and claims it has an option for affiliation contract with a major network. Under the ABC agreement, it will have to compete with other bidders for the WKBW facilities.

## FCC Sits Rehearing On Ashbacher-Fetzer Bids

Washington, April 9.

In line with a Supreme Court ukase, FCC will hear bids of the Ashbacher and Fetzer in the bidding for the 1230 kc band in Michigan at consolidated hearing here April 11.

FCC earlier gave Fetzer the channel but the high court ruled that consolidated hearings must be held on all competing bids here before either applicant gets a grant. Best guess, here, however, is that FCC will again okay the Fetzer bid and kays Ashbacher's application.

### Philly's Anti-Bate Shows

Philadelphia, April 9.

Philly public schools will play recording of two local shows sponsored by the Philly Fellowship Commission, organization set up to fight intolerance and hate-spreading.

Shows are "Within Our Gates," broadcast weekly over WFIL, and "Hate, Inc.," WIP show. Platters and scripts are being distributed widely by the Radio Division of the Philly Board of Education.

## WNEW

(Continued from page 41)

a view of the program director's needs in mind. Welner and Cott explained that old studio construction, with its maze of networks, studios, were planned by engineers without consulting program and production people. As a result, usually, the show's director is in the odd position of tripping over production people, engineers, and hardly any space provided for the director.

Here, the director will have his own studio, and Cott and Welner will, while directing, will have his own talk-back mike instead of leaning over engineer's console. The engineer, on the other hand, will have inclined panels, so that his hands will not have to be in awkward, vertical position while he is working his dials.

Perhaps the fanciest gadget concocted out by Cott and Welner will be a mobile master program control console to be used by the program director in the same way as the master engineering control panel is used. Through this console, the program director will be able to control every operational phase, from master engineering control to announced station's remote pickup points, to continuity writers, and even the telephone switchboard.

Special event programming in case of top-interest developments will be run from the master program control console. "Because it will be portable, it will be possible to place it anywhere, even in the outside lobby," said Cott.

There are many other angles, some of them involving no construction innovations except careful planning. The record library room is placed so that it adjoins the studio where the disk jockeys will work. The detente room is placed so that new shows could be aired by an announcer reading the tape right off the master control machine.

But the ne plus ultra is the television studio. That's located on the third floor. For the present, it will be used by Philco as a television room for radio and video sets. But there is a recurrence clause, giving WNEW access to that studio if it's ready to use a television studio. The dimensions of the room are 88 feet by 58 feet and the ceiling is 16 feet in height.

## FM-Small-Biz

(Continued from page 33)

FM and other communications developments. Politicians, too, were never fully publicized with the trade, says the report, with the result that many investors failed to enter the field or not familiar with its possibilities.

An FM guidebook, currently under way in the FCC, will be compiled by this committee and given wide circulation, should be an invaluable aid in this direction, the report notes.

The report deplores FCC's decision not to layaway FM channels in the new wave decision. It points out, was made before up-to-date cost figures became available to show that FM was well within reach of low-capital investors.

## AVCO

(Continued from page 33)

tion agreed to be paid for WINS is \$2.75 per share. The value of the stock on its physical facilities or its present or reasonable earning power, is \$1.75 per share. The purchase price is so high that the purchaser can be fully expected to over-compensate the seller in the event of a sale. The return on the sum to be paid, for this reason, no doubt, the transferee was unwilling to fix a limit on the amount of time to be devoted to commercial programs or to make any definite proposals for the presentation of public service and other sustaining features. The over-emption of the FCC in the case of broadcast facilities is to be deplored.

Licenses must recognize that the grant of a license from this commission imposes serious responsibilities to operate, not for profit alone, but in the public interest and for the benefit of the community.

FCC unveiled its decision after office hours Friday to meet a May 1 deadline on the Hearst-WCO sales contract. If requested, the commission announced, it would schedule an oral argument April 25, hand down a final decision on the sale before the May 1 zero date.

### Shouse Hoped

Cincinnati, April 9.

While he and other Crosley Corp. execs were disheartened by the FCC announcement of rejection of the Crosley application for purchase of WINS, New York, James D. Shouse, general manager of Crosley's broadcasting division, has his finger crossed in expectancy that the turnaround is not final and a change-up can swing the transfer deal.

Shouse regards the FCC announcement as a proposed fluffing, and not an official decision. Hearing of oral arguments has been set for April 25 in Washington. "What stand we will take then I do not know at this time," Shouse said.

A reference by FCC that "WLV policies will prevail" was perturbing to Shouse, who accepted it as "a warning of limits, not a loss of a rejection on WLV."

THE FAVORITE -  
HARRY SOONIK  
ONE OF AMERICA'S OUTSTANDING MEN OF MUSIC  
LATEST SONG BY HEART  
"YOU STOLE MY HEART"  
PUBLISHED BY HARM, INC.

## PROGRAMMING PROBLEM

## Program to match Product

### WHAT TO DO

Whether your client is a domestic manufacturer with an ear for music—or a foreigner dealer who wants a country club staff of writers, producers, and engineers at NBC Radio-Recording can create a Custom-Built program for regional or national broadcast. Producers and writers, built to your specifications, limits, an NBC Custom-Built program gives flexibility — is an effective way to match program with product.

If your programming problem resembles this... call our nearest office of NBC Radio-Recording Division.

**NBC RADIO-RECORDING DIVISION**

Radio City, New York • Chicago • Washington • Hollywood • San Francisco

THERE'S PLENTY OF BUSINESS IN DAYTON, OHIO  
Get Your Share By Using  
WING  
WEED & CO., National Representatives

# How to stand a city on its ear

(and a country, too!)

Excitement whirled through Chicago's Loop on April 2nd, 1946: traffic halted for two hours... special details of mounted police and patrolmen... a mile-long public address system... all press associations, batteries of newsreel cameras turned out to cover a broadcast of Mutual's *QUEEN FOR A DAY*. The "house" numbered over 200,000 people!

This is an all-time high for commercial radio. No other program has ever evoked such a demonstration. (If an one knows of a "topper," please post us!)

Chicago is just one city in the Underella show's current swing around the nation's top towns. Other cities the *QUEEN* "stood on ear" include Denver, Omaha, Cleveland, Indianapolis, Next: St. Louis and Kansas City. Everywhere—capacity crowds, city-wide excitement, and press follow-up front-page pictures and headlines. ("200,000 Gals Riot at Loop Broadcast," reported Page 1 of the Chicago Daily News.)

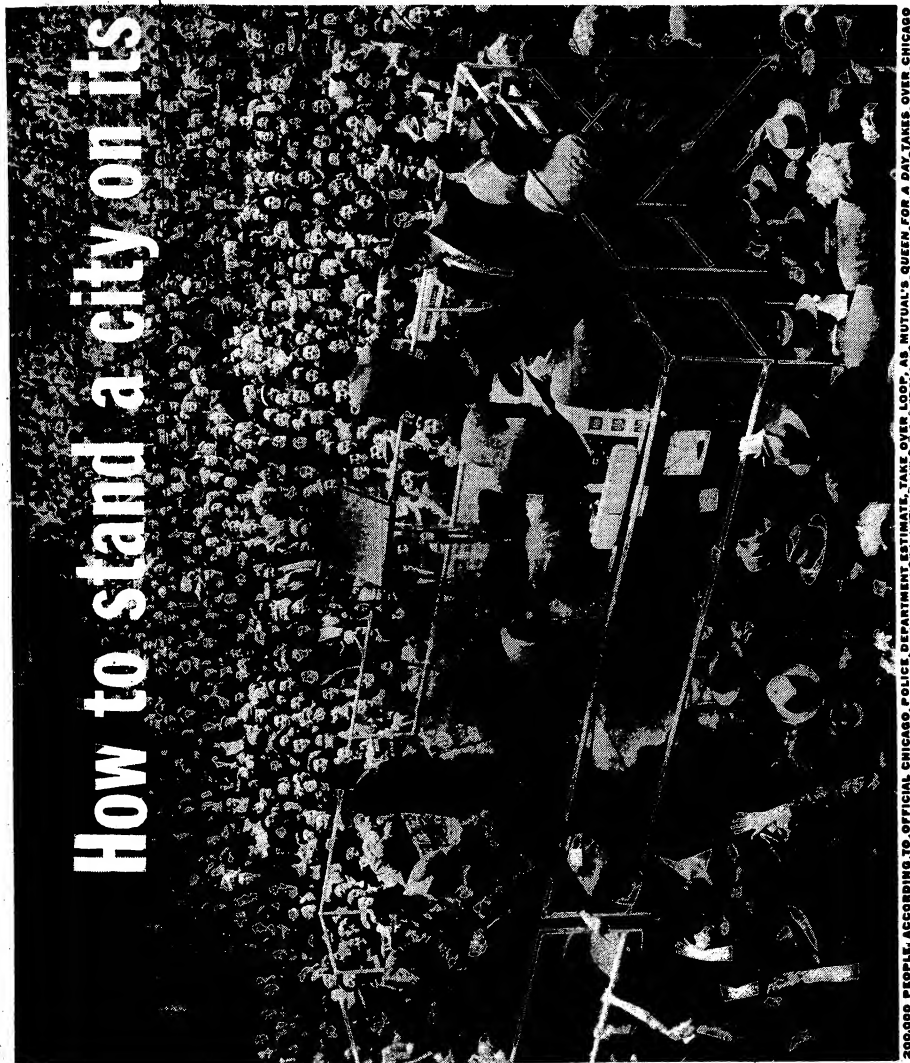
The reason for these ovations is simple. People came to see because they loved to hear. Before the *QUEEN* captured Chicago, she had already dominated the 2:30-3:00 PM half-hour straight across the listening nation! A program developed by Mutual *QUEEN* for a day's success is so marked, it has influenced the whole daytime radio picture. (As well as the Mutual afternoon schedule, which is built around it.)

Yes, *QUEEN* for a day is already sponsored—by Miles Laboratories and Procter & Gamble. But the *QUEEN* is just one member of a royal family of Mutual shows, featuring the same ahead-of-the-times radio fireside... and currently available. So, if you're seeking top-flight entertainment at cellar costs, you'll get more for your money on Mutual!

**MUTUAL BROADCASTING SYSTEM**

WHERE SHOWMANSHIP MEANS BUSINESS

\*Mutual time alone costs at less than 30¢ less than Network X, 4¢ less than Network Y and 60¢ less than Network Z.



200,000 PEOPLE, ACCORDING TO OFFICIAL CHICAGO POLICE DEPARTMENT ESTIMATE, TAKE OVER LOOP, AS MUTUAL'S *QUEEN FOR A DAY* TAKES OVER CHICAGO.

## RECOMMENDED RECORDS

(For Jocks and Jukes)

.... ( Vaughn Monroe,.... Victor  
.... Lombardo-Hildegard Decca

# A Songwriter's Songwriter

Vincent Youmans claimed repeatedly that he never liked working on popular songs that he loved in the Broadway in his early days. He composed, plus enough tunes to flood the hit parade for years. Most composers, Youmans once in a while would get a lyric line, for an idea for a title. While working with Leo Robin on "Hit the Deck," he played a tune that Robin thought sensational. Days went by, however, without the boys hitting on a title they tried. Finally, one day Youmans remarked that he'd been calling the song, a dummy title, "Hallelujah." Robin said, "Whaddya mean, dummy? That's it!"

It is questionable whether any studio can clear rights to enough of the composer's big song hits to make a biographical film. Metro has steadfastly refused to finance a picture, but the studio has been so tough contract, which prevented M-G from interpolating any new songs and, at the same time, provided no clauses in which Youmans himself might be furnished with a title. When the studio paid Youmans \$200,000 for a year's option (full price was to have been \$200,000) and broke the option. 20th-Fox also began negotiations but dropped them in the same way. Youmans is the opinion of many composers, was the songwriter's songwriter. Many believed that he could have done much more in film work had he not demanded complete supervision of all production. Many others for film work in recent years were discarded because of his belief that he could be successful at every angle of producing.

## Youmans' Death Doesn't Stay His Suit For 200-300G Vs. Miller Music Corp.

"Vincent Youmans' death last Thursday (4) night in Denver, where he had been critical for many months because of a lung ailment, will not halt his suit for an amount of between \$200,000 and \$300,000 in performing fees which is pending against Miller Music Corp. Many others in the industry, including major music studios (Robbins and Fests are the others) and came into contact with Youmans in the past. He first bought the Miller catalog some years ago for \$150,000. Among the songs he composed, the ones published by Miller are "Time On My Hands," "Kissin' Like You," "Dance in My Heart," "More Than You Know," "Great Day," "Without a Word," "Because I'm in Love," the score of the 1931 Ziegfeld Follies and others. "Other songs," he said, "are 'Two,' 'Hallelujah,' 'I Know That You Know,' 'Sometimes I'm Happy.' " "Caricatures," are published (entirely).

Julian T. Ables, special copyright attorney for Metro, was set to go to Denver this week to take Youmans' depositions; latter had been taking oxygen periodically. Judge Morris Elder, in N. Y. supreme court on Monday (8), was to have heard on Ables' petition for \$500-a-day fees, plus all expenses, before a music trip from New York to Colorado. Since Youmans was unable to pay the songsmith had agreed to pay counsel fees in order to expedite his action.

Youmans, for his part, owns a (Continued on page 70)

## Borscht Circuit Spot Offers Name Maestros

### Big Money Plus R.&B.

Conrad hotel, Ellenville, N. Y., one of the better-known Catskill mountain resorts, is going in for a "borscht plot" this season. Spot, which good, good, good, good, plus the usual room and board for the night.

Bids, however, are meeting resistance from leaders assembled. It seems they are doubtful about the spot involved. The spot was used to a N. Y. hotel, for a future date, is said to have been advised by the hotelier not to play the season.

Shy Fields orchestra played the spot during the winter at \$2,500 per week, plus living expenses. It was from Fielder date that the spot developed its summer name ideas.

## MONROE HEADS GROUP IN MASS. DINE SPOT

Vaughn Monroe, his Boston handler, Jack Marshall, and a group of Rub financiers have completed plans for a "dine spot," which will be a mid-dance spot just outside Framingham, Mass., about 10 miles from Boston. Spot, which will cost approximately 1,000, will be ready by mid-June, it's claimed. Monroe's orchestra will open the spot.

Same group of people, including Monroe, is said to have made an attempt to a N. Y. suburban dance, although all concerned deny the report.

## Jack Robbins Tribute To Vincent Youmans

With ASCAP, along with individual publishers planning tributes to the late composer, a revival week in Denver, Colo., Jack Robbins, head of the Robbins group of publishers, is planning a revival of his favorite Youmans' tune, "More Than You Know."

The organist for the St. Thomas church (N. Y.), funeral services today will play a selection of Youmans' songs.

## VINCENT YOUMANS, 47, DIES AFTER LONG ILLNES

Vincent Youmans, 47, composer of popular songs, died last night from his scores of musically successes, died in his apartment at the Park Lane Hotel, New York, April 9, after a long illness. He had been ill for the past 12 years. Remains are in the New York City morgue. Funeral services will be held in St. Thomas Episcopal Church at 2 p.m. today.

The composer of such hits as "Great Day," "Tea for Two," "Hallelujah," "Without a Word," "Two," "You Know," "Time On My Hands" and his own favorite, "Through These Years," made his last appearance in Tin Pan Alley in 1920, following discharge from the Navy in which he served. He had written some songs and staged entertainment for blueprints while in service. His last appearance in the service was in 1918, when he was encouraged to seek a career as Broadway. He later wrote "Two Little Girls in Blue," "Wildflower," "Great Day," "Hit the Deck" and "More Than You Know." He was from these hits musicals that his song hits emanated. His motion picture activities were few and practically confined to scoring "Flying Down to Rio," Ginger Rogers' first picture, "The Sign of the Cross." Youmans was born in New York. He attended Trinity School, Manhattan, and the University of the Wall Street in 1916, preferring work to college.

Shortly after completing his film debut with RKO, Youmans moved to his Denver home where he is said to have concentrated on more serious work. He had a taste for a number of symphonic pieces of great merit. He is said to have given up writing popular songs and devoted to devote his time to heavier forms of music, and was believed to be working on more than the time of his death.

In 1927 he married Anne Varley, a dancer in one of his productions, playing the role of a girl. He ended in 1933. Two years later he married Mildred Bots, a Pollies girl. Twins were born to Vincent, which ended this marriage. Couple were divorced this year.

Aside from his solo scores he has also collaborated with Herbert Stohart on the musicals "Mary Jane McGann" and "Lollipop." Probably the greatest money-maker of his musical hits was "No, No, Nanette," produced by Harry Belafonte, which reportedly earned \$500,000 for the producer and \$200,000 for Youmans. He also produced the 1934 "Vincent Youmans' Ballet Revue," in 1944, reportedly backed by the Duke Ellington orchestra, which folded before reaching Broadway.

S-B Has Until April 18 To Answer 'Rainbow' Suit

An extension until April 18 was consented to by Fred Fisher Music Co. in answer to a suit filed by the former's suit to determine ownership of the Harry Carroll and the "Rainbow" rights to "Always Chasing Rainbows." Stipulation was filed last week in New York federal court.

"Rainbows," was composed by Carroll and the late Joseph McCarthy. Latter's rights was assigned to Robbins by McCarthy's widow. Fisher firm claims ownership of the "Rainbow" rights to "Always Chasing Rainbows." Carroll, at renewal time then assigned his rights to S-B. Fisher Music Co. court to have the assignment declared void, because Carroll had already assigned the renewal rights to its catalog. Robbins and Carroll are named as co-defendants.

## Petrillo Fights Back, Starts New Campaign to Raise Basic Wax Costs

### 2 'Kilroy Was Here' Songs Raping for Plugs

Hollywood, April 9. "Kilroy Was Here" is identical title of two newly written, different songs and a race is current in the industry to record offerings of ditties on market first.

The tune is authored by Paul Page, NBC morning-show here. It's a BMI ditty, published by Paradise Music. Other works of Ted FioRino and Slim Coates and has not been published, but when it will be ASCAP for certainty as FioRino is Society writer-member.

Over weekend Bud-Tone Records was hastening production of a picture using Page's coling, Adrianna Casellotti and Pinto Colvig, a pair of Walt Disney "voicers" have varietal the opposing version of 4 Star Records here. Miss Casellotti wrote the "Shave White" role in Disney cartoon of a decade ago.

Oddly, same label here is preparing both editions of "Kilroy." The two songs, owned by 4 Star, does BMI pressing on job-basis at his plant.

Each of the ditties have same title isn't coincidental. The three words have been scrawled in U. S. Army latrines around the world. That started as gag about a year ago and has been focused for civilian-public use by article in current issue of Esquire mag.

Very few times in current history have two songs simultaneously been released under same tag, which copyright law does not prohibit.

## Palladium Wins S. F. Title Fight; 'Kilroy' in Doubt

Hollywood, April 9. Maurice M. Cohen, Palladium territorial agent, won his fight in San Francisco today (9) to prevent use of dance name by others.

Reading Judge Edward P. Murray of San Francisco Superior Court, signed injunction permanently restraining Al Martin and Al Cohen from operating their Market Street dance hall under name of Palladium.

Injunction was granted after a day before trial. Defendants agreed to waive all rights of Al Cohen, paid \$15,000 damage suit. Martin and Siegel are operating Bay City tetryery now under name of Palomar.

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Just when members of James C. Petrillo's American Federation of Musicians began to harbor doubt about the wisdom of Petrillo's predication on his taking the passing of the Lea-bill by House and Senate, which would strip Petrillo of his position as president, he started for the President. He trusted that the band recording deals, construed, as check-out moves for future utilization.

Late in the week, Petrillo advised various recording and transcription companies of changes in the basic scale for his members. However, not all companies got the same communications.

Musik, for example, was advised that its contract with the union would be cancelled as of Oct. 1, a new one to be negotiated thereafter. Columbia Records drew a letter from Petrillo, in accordance with the terms of the contract entered into between the AFM and all recording transcription companies late in 1943. The AFM was advising of proposed increase in scale and a desire for better working conditions. Company would be advised of the demands later. They will go into effect Oct. 20.

On the other hand, neither Decca nor RCA drew similar notices, so the AFM might decide to either. None of the smaller companies had any such notice; Cosmo, Musierat—none knew what to do about.

Agencies T. Petrillo sent wires to the band agencies during the latter part of the week. Those advised ordering the agencies to conclude no new contracts or renewals for musicians in radio jobs without filling the agreements for approval with the AFM. Order covered everything from recording to small-companies and individuals. It exempted guest spots.

Agents have no clear meaning of the reason for the wire. They construe it as the beginning of a campaign by Petrillo to boost radio scale.

The Lea bill, incidentally, includes a clause prohibiting the "exaction" of tribute from recording companies by the AFM. Most record men understood this to indicate that the current contract between the AFM and all recorders and transcribers, which call for a royalty payment per record sold, would be terminated. This, says attorneys, is not true. Bill specifically has no record sales clause, and will not disturb agreements already in existence.

## 50,000,000-Per-Year Disk Plant in L. A. For Columbia Records

Columbia Records has acquired three acres in Los Angeles, Calif., for a new plant, which will be a branch office and factory, including recording studios. Construction will be completed by mid-June. The plant will be obtained and materials secured.

Columbia states the new factory will produce 50,000,000 disks a year, which approximates the eventual production of the company's Kings 30 O. plant.

## JOHN H. CAN. One Night Concert

### \$60,000 THE HOUR OF CHARM

All Girl Orchestra and Choir Conducted by Phil Spitanyi

## Pluggers Wanna Ask Nick Kenny Why He Violated Trade Agreement

Nick Kenny, radio columnist on the N. Y. Daily Mirror, and a songwriter on the side, has been ordered to appear before the executive board of the Music Publishers Contact Employees union to explain why he published in his column last week a numerical listing of radio performances of pop songs. Kenny, who does a lot of contacting of performers for plugs on his tunes, holds a card in the MPCE.

Publishing the numerical listings is contrary to all agreements among the music publishers, represented by the Music Publishers Protective Assn., which the MPCE has the press. Latter were prevailed upon some months ago by the MPPEA to use Dr. John Peatman's system of performance measurement, listing songs alphabetically, rather than by the number of plugs each tune drew, as a means of eliminating as much as possible the system of paying for plugs. The latter had been bothering the music business as a whole for some time.

Kenny's reason for publishing the song titles in the order in which they would have been listed, according to number of plugs, is obvious. His song, "Blue," published by Lincolnton Music, was No. 2 to "Day by Day" in accumulated performances. Yet it did not appear on Dr. Peatman's listing, for the probable reason that it had been performed on hand remote and other sustainer which do not have much effect on the Peatman listing. Latter bases its coverage on audience coverage (i.e. the probable number of listeners), which means that choice commercial and sustaining shows with better listener ratings are necessary to achieve listing on the Peatman sheet.

Herbie Fields, current at the Paladium, N. Y., ballroom, will play his first theatre date at Lowe's State N. Y., April 18. Prior to organizing his own orchestra, he was clarinetist with Lionel Hampton.

## Ex-Marine Bartlett To Concertize for Vets' Org

Michael Bartlett, singer and pianist, who recently discharged from the Marines, is going on tour in behalf of the Military Order of the Purple Heart, a Government-approved veterans organization. Bartlett's initial concert will be in Baltimore May 16 at the Lyric, where he sings with the Jersey City Philharmonic Symphony. Louise Brue organized the concert tour.

On his return to New York in August, Bartlett will start rehearsals on a musical now being written by George Loewner.

## Pubs Recognize Effect Of Disk Jocks' Hold On Public, Hire Band P.A.

Hollywood, April 9. Credit music publishers are giving disk jockeys for the powerful influence they wield on new songs, is evident in the move here by Robbins-Fest-Miller combine. Firms have hired press agent Barney McDewitt to plug their songs by getting jocks to play disks of tunes.

Normally, plug in N. Y. have members of their staffs contact disk-jockeys weekly. They make some progress, but apparently, the Robbins combine feels a p.a. has a better chance.

McDewitt has local bias of promoting platters, his clients to date being performers only. He serves a list of 27 disk jocks along Coast, supplying them free pre-release platters. Although in essence a songplugger, McDewitt is not eligible to join the contact men's union, according to opinion given him by Bob Miller, prez of organization.

Shadowland Night Club, San Antonio, shuttered for some time, is scheduled to reopen this week-end under the manager of Gus and George Colles.

## 10 Best Sheet Sellers

(Week Ending, April 6)

Oh What It Seemed.....Santley-Joy  
One-zy Two-zy.....Matlia  
Day by Day.....Barton  
Some Sunday Morning.....Harris  
Shoo-Fly Pie.....Capitol  
Laughing on the Outside, Baff  
Chasing Rainbows.....Miller  
Personality.....Burke-VII  
You Won't Be Satisfied.....Mutual  
Symphony.....Chappell

## ASCAP Pay For Taylor Mulled

There may be some discussion before a president of the American Society of Composers, Authors and Publishers is decided upon by the new. Deems Taylor, who has been non-salaried president of the organization for the past four years, is said to be in favor of accepting remuneration for his efforts for the term beginning the end of this month.

Though Taylor, who was the first salaried president ASCAP ever had, has served without pay, member-executives who are more or less in control of the Society are split for and against a salary allotment for the post. They feel that the greater portion of the actual running of the Society is accomplished by general manager John G. Paine and his many paid assistants. Last paid prez was Gene Buck, who drew \$50,000 annually during his term of office.

Taylor, along with other member-executives, all of whom are on ASCAP's board of directors, comes up for reelection at the regular monthly board meeting, April 25.

## Henshaw Tops GAC Ciney Office Succeeding Frew

Frank Henshaw, recently discharged from the Army, has been named head of the Cincinnati office of General Artists Corp. He'll succeed Art Frew, who will go out on the road.

Henshaw, pre-war, worked in GAC cocktail dept. in N. Y.

## NBC, CBS, ABC, Mutual Plugs (Peatman System)

Following are the Most Plugged songs of the week, March 29-April 4, based on the copyrighted survey by Dr. John Peatman's Office of Research, using the Accurate Reporting Radio Log as basis of information in N. Y.

All Through the Day....."Confidential Summer".....Williamson  
As Long As I Live.....Wilmanik  
Atlanta, G. A.....Stevens  
Day by Day.....Barton  
Doctor, Lawyer, Indian Chief....."Stork Club"  
Don't You Remember Me.....Morris  
Gimme a Little Kiss.....ABC  
I Can't Begin To Tell You....."Dolly Sisters".....BVC  
I Don't Know Enough About You.....C-P  
I'm Always Chasing Rainbows....."Dolly Sisters".....Miller  
I'm Glad I Waited For You....."Tars and Spurs".....Shapiro  
In Love In Louisiana....."Confidential Summer".....Williamson  
It's Talk Of The Town.....Santley-Joy  
Laughing On the Outside.....BAM  
Oh What It Seemed To Be.....Santley-Joy  
One More Tomorrow.....Remick  
One-zy Two-zy.....Martin  
Personality....."Road to Utopia".....Burke-VII  
Seems Like Old Times.....Poist  
Shoo Fly Pie.....Capitol  
Sioux City Sue.....Morris  
Strange Love.....Famous  
Symphony.....Chappell  
Welcome To My Dreams....."Road to Utopia".....Burke-VII  
We'll Gather Lilacs.....Chappell  
Who's Sorry Now.....Mills  
You Sile My Heart.....Harris  
You Got Me Crying Again.....World  
You Won't Be Satisfied.....Mutual

† Financial. \* Legit Musical. † BMI Licensed.

## SPA to Present Terms Of New Pact to Pubs At New York Dinner

Dinner at which the Songwriters Protective Assn. will launch negotiations with music publishers for a new contract is scheduled for Monday (15) at the Savoy-Plaza hotel, N. Y. Affair was arranged by Sigmond Romberg, prez of SPA.

Romberg and other SPA officials will not discuss the terms of the new contract with publishers at the dinner. He will, it's said, offer the terms sought at the conclusion of the affair, for the pubs to take with them and digest. Contract would replace one now in effect, which expires the end of the year.

## Band Remotes At Premium

Air time for remote band broadcasting will probably be at a premium this summer. There are a number of summer spots planning to resume business, such as Donohue's, Cedar Grove, N. J. Convention Hall, Asbury Park, and there are new operations, along with sundry standard seasonal spots like Steel Pier, Atlantic City, looking for wires. And they aren't to be laid for all.

In addition to the numerous origination points in the outlying areas, the networks will have bids from the usual summer N. Y. operations, the Hotel Astor, Rodeo, Palisades Park, etc., helping confuse the issue.

# "Guns Liege and Follies"

NOW BREAKING ATTENDANCE RECORDS ALL OVER THE COUNTRY

Features the Songs by  
**HARRY WARREN and ARTHUR FREED**

# HARRY WARREN

# HERBIE BLAU and ARTHUR FREED

**TRIANGLE MUSIC CORP.**  
ROCCO VOCCO, Pres.  
NEW YORK • CHICAGO • HOLLYWOOD



# A Perfect Score

musical

ANNIE GET YOUR GUN

LYRICS AND MUSIC BY  
IRVING BERLIN

THEY SAY  
IT'S  
WONDERFUL

I GOT THE  
SUN IN THE  
MORNING

*also included in the score*

I Got Lost In His Arms	I'm A Bad Bad Man
Who Do You Love I Hope	My Defenses Are Down
The Girl That I Marry	I'm an Indian Too
Moonshine Lullaby	I'll Share It All With You
Doin' What Comes Natur'lly	Anything You Can Do
You Can't Get a Man With a Gun	Colonel Buffalo Bill

There's No Business Like Show Business

## Lack of Good Ideas Stalls ASCAP Plan To Devise New Seniority Rights Setup

American Society of Composers, Authors and Publishers has given up devising a new method of measuring seniority rights of publisher members. For lack of acceptable ideas from ASCAP execs, the present methods will survive for the present.

As it stands now, the distribution of ASCAP revenue to publishers is made under three headings: 55% being paid on performance, 25% on availability (number and importance of copyrights) and 20% on seniority. Under the latter is grouped years of membership in the organization, and activity (whether a firm is constantly active).

It seems that the threat of a suit by Ralph Peer in behalf of his Charles K. Harris catalog, which recently drew a reduced seniority rating due to its comparative inactivity, is influencing the thought of revising the seniority measurement system. All ASCAP directors are currently attempting to devise an improved method. These will be submitted in the near future.

Same sort of effect was brought to bear recently on the Society's availability classification rules, when Irving Berlin put up an argument over the 4,000 points his new firm was awarded last year. Berlin's assertion, that his catalog is as worthy as most 5,500-point firms, started a complete re-evaluation of the latter catalogs, which later was extended to include all catalogs with more than 500 points. Task has not been completed. Berlin's third appeal, incidentally, is currently being considered.

### Newark Terrace Signs 2

Tommy Tucker's and Alvin Roy's orchestras have both been signed for the Terrace Room. Newark N. J. Tucker follows the current Jimmy Dorsey, opening April 23 for four weeks. Roy follows him for one week. Other bands are being lined up to follow Roy.

Roy plays the one week at the Terrace on his way into the Hotel Astor Road, N. Y.

### Chas. Ventura Leaving Krupa for Own Band

Charley Ventura, tenor sax with Gene Krupa's combo, is planning to organize his own band after Krupa winds up Sunday (14) at Meadowbrook Gardens, Culver City, Calif. It's understood that necessary for project has been secured.

Krupa and saxman remain on good terms personally. Leader has consistently built up Ventura's name while with the band, per an agreement between them, with the idea that Ventura would eventually have his own band.

### Two-Band Policy Muddled

#### At Glen Island Casino, With Cool in 2d Spot

Glen Island Casino, New Rochelle, N. Y., has had an idea for the use of two bands this season. Spot has bought Harry Cool's orchestra for the second half of the summer, opening July 17.

In the meantime, Glen Island's heads have been talking a deal with Ray Anthony, new midwestern band leader handled by MCA. So far, nothing has been concluded. Anthony is understood to be asking too much coin. He would open the spot next month.

Glen Isle date is Cool's first in the east with his nine-months' old band. He debuted the combo at the Blackhawk Cafe, Chicago, last summer, and has remained in that territory since. He's currently at Lee 'n' Eddie's, Detroit.

### Rossiter's 56th Anniversary

Will Rossiter, vet Chi music publisher, celebrates his 79th birthday and 56th anniversary in music business on April 20.

In commemoration of the event Rossiter is putting on campaign to reprise one of his oldies, "I'd Love to Live in Loveland With a Girl Like You," which he wrote 35 years ago.

### British Best Sheet Sellers

(Week-Ending March 28, London March 29).

Chickery Chick.....Connally  
Cruising Down River.....Cinquepici  
I'll Dream of You.....Macredolles  
Till You Say Goodnight.....Wood  
It's Grand Night.....Chappell  
Kentucky.....Connally  
Ashby Le Zouche.....Gay  
Night and Day.....Chappell  
I'll Close My Eyes.....World-Wide  
My Heart Dancin'.....Dash  
If I Had Dancin' Hearts.....Victoria  
When Gang Meet.....Strauss-Miller

## Lent Taking Its Seasonal Toll

Just when the music business thought the bullishness of recent years in sheet sales, recordings, etc., would continue indefinitely, along comes a decided slump. Sheet sales, according to publishers and jobbers, are currently off 25%. Recording companies complain that while everything they make gets a sales play, the outstanding hits aren't showing the same old tendency to reach for that 1,000,000 sales total.

Music puns point out, however, that while sales are off in comparison to the last year, the business of late has been so strong. Too, that old excuse, a lack of exceptionally strong top sellers, can be partially blamed.

As for disks, major manufacturers state that new releases are snapped up as avidly as ever, but that it has been noticed that the so-called "big hits" are not going into the usual 800,000-1,000,000 figures. They confidently expect the situation to be temporary, however.

### Jersey's Rustic Cabin

#### May Exit as Buildup Spot Via Scale Boost

Rustic Cabin, Englewood Cliffs, N. J., buildup spot for embryo bands, is currently having trouble with the American Federation of Musicians local which controls its territory. Latter is seeking to boost the spot's \$50 minimum scale for musicians to \$70 per weekly.

In the event the boost is pushed through, the extra coin might eliminate the Cabin as a buildup spot. Salary tap would be too high. Les Elgart's band is current.

### Pacific Music Sales

#### Moving Into Gotham

Hollywood, April 8. Pacific Music Sales, Inc., sole wholesale distrib. operating out of Coast headquarters, is preparing to invade N. Y. Artie Shaw's, Prez, set wheels in motion last week on flyers and securing office space. Staff is as yet unchosen.

Currently, Pacific presses sheet music around for about 50 small puns lacking own distribution.

## Inside Orchestras—Music

World-prem a week ago of Marc Blitzstein's choral-symphony, "The Airborne," at N. Y. City Center, had both the light and longhair leads excited. Marc-dramatic was regarded as such, and the music, and a latter job than the author's "The Cradle Will Rock" which the Mercury Theatre produced on Broadway in 1937. Symph has several styles, being light, dramatic, "modern," "classical" by turn. One song, called "Night Music," a ballad a 19-year-old bombardier sings to his girl before a take-off, is considered "commercial" enough to be plugged.

Symph, entitled a Monitor (taken by Orion Welles), two soloists and male chorus, with orchestra, is a tribute to man's conquest of the air, a denigration of airpower in its recent war, and a warning politically of dangers from future air armaments. Blitzstein wrote most of it in England in 1944, while attached to U. S. Army 8th Air Force, which commissioned.

There is nothing to suggest even remotely that such action will take place, but music men point out, just for the sake of argument, that there is still the possibility of a renewal of 1941's fight between radio and the American Society of Composers, Authors and Publishers despite a statement by ASCAP representatives that such a move is barred by terms of the current contract. ASCAPers had said that the current agreement with radio, for 10 years, automatically is renewed if ASCAP didn't want more coin, but in the event it does the matter must go to arbitration, that there can be no strike.

Broadcast Music executives assert that it is true that the current contract can automatically be renewed, but it's stated, in the event ASCAP wants more coin from radio, the latter actually has the option of going into arbitration or striking.

Hollywood record companies who are linked with eastern distribs have been jolted by new demand—that they, the producers, pay shipping costs in future. Item amounts to approximately 3¢ a record. Indications are that distribs from Chicago eastward have punched up and made the move to shake off costs which were always distribs-borne in past. Many of the smaller o.d.-based on Coast have been operating on such slender profit-margins they may not be able to continue to ship across country, and these outfits can't set up own sales branches because volume of his wouldn't warrant it.

Ability of recordings only to build songs to the point where they are in demand over retail sheetmusic counters is again demonstrated by "I'm a Big Girl Now." This tune has had but one commercial air plug, yet it was sent out on the Music Dealers Service rack (first order 200,000 copies) last week. Tune was recorded for RCA-Victor by Sammy Kaye's orchestra, which provided the sheet sales hype.

Dinah Shore, who made her first rep via "Yes, My Darling Daughter," refused to wax "Mama Never Told Me" as being too saucy. Both are by the same writer, Jack Lawrence. It was Miss Shore's best for Victor (she's gone Columbia), but just before making the switchover to Col. she told Victor's Eli Oberstein she'd rather pass up "Mama." The Satisfiers recorded it instead.

Benny Goodman's brush with N. Y. local 802 of the AFM for "sitting in" with Lionel Hampton's orchestra at the Aquarium Restaurant, N. Y., two weeks ago, hasn't been concluded. Due to appear before 802's trial board last week, the leader dispatched to union officials a letter explaining how the thing came about, and asking that, in view of the violation, Hampton simply send him a check for actual fee booked.

Martin Music Co., largest pub. scale headquarters on Coast, will shortly start printing sheet music in N. Y., and henceforth eastern distribution will be handled from that end, with local plant concentrating on west-of-Chicago areas. Nat Frever manages N. Y. office of firm, which is operated by bandleader Freddy Martin and Artie Schwartz.

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## British Maestros Seek Exclusion Of Leaders Returning From U. S.

London, April 2. British maestros deny that their recent plea to the Ministry of Labor, to bar admission to England of U. S. bands, was predicated on President James C. Petillo's American Federation of Musicians' order banning the exchange of musical programs between the two countries. They assert that the request to the Ministry was simply for the purpose of preventing the return to England of certain bandleaders who had gone to the U. S. "had not been successful," and desired to return here to form new orchestras.

Group mentions no names, but does state that two maestros are involved. (One, apparently, is Roy Fox, who last week was granted a license to work here again after some years in the U. S.). His application for a permit was opposed by the above group.)

As for seeking a ban on U. S. orchestras, it's claimed that exactly the reverse is true. Top names here like Joe Loss, Maurice Winster, et al., feel that visits to England by first-class U. S. outfits would do the local band business a great service. They feel that U. S. combos would stimulate interest in bands among the local theatre managements, that local maestros and musicians would be given a greater incentive.

### Notice Change

New York music publishers and bandleaders have lately noticed a great change in the playing and arrangements of English bands heard on records. They assert that

recent disks shipped here have indicated that the top English bandleaders were greatly influenced during the war by the work of U. S. service combos, particularly the Army Air Force band under the late Major Glenn Miller. For example, there's a recording currently in N. Y. by Joe Loss' orchestra, one of the best British combos, which is easily mistaken as the product of an American combo. Previous English bands were easily spotted.

## Town Hall, N. Y., Heaves All Jazz 'Cept Condon, Longhair Bids Heavier

Due to a booking sequence caused by returning artist-veterans, Town Hall, N. Y., is outsting jazz concerts from the choice 8:30 p.m. Saturday spot and filling in with the more traditional type of policy. Only exception to this policy is Eddie Condon's jazz series, a Town Hall regular for the past five years. Carmine Hall, on the other hand, is still handling all bidders on a first-come, first-served basis with no change in attitude towards jazz.

Practice by jazzmen of staging concerts in the social institutions took a sharp tilt upwards over the current season with Town Hall alone housing 21 in the Saturday p.m. spot and the larger Carnegie Hall showcasing big name bands like Duke Ellington and Woody Herman. Condon was so heavy at his last appearance that Ellington plans a twenty-fourth return engagement at C. H. next season.

Bids by the longhair trade for auditorium space at both halls are still in the heating stages at an unprecedented rate with early sellouts indicated for the 1946-47 season beginning next Oct. 1. Town Hall has already been signed up for every available evening and weekend spot and has an overflow file of names still to be satisfied. Some concert artists are already booking space for the 1947-1948 season. Therefore, the jazz heave.

## SEPIA JAZZMEN PAY FOR KIDS' CONCERTS

Hollywood, April 9. A purely social organization of members of Negro Musicians' Local 767 has donated \$2,000 out of its treasury for series of concerts to which colored school children will be admitted free.

Hall at Jefferson High School has been promoted and satisfied. 23 violinist Isaac Stern, currently recording Warner Bros.' "Humoresque," will entertain kids. Eula Beale will give recital on May 7 and Samuel Lippman, 19-year piano prodigy, on May 27.

Local 767 has promoted truck-load of musical instruments which will be distributed to any scholar attending who evinces interest in learning to play. Interesting angle is that union members are underwriting long-hair free for the teenagers, although they themselves are musicians of the jump-jam idiom.

## GAC Sets Up Division For Jazz Concerts

General Artists Corp. opened a new department, Monday (9), to be run from the Chl office, called the Concert Auditorium department. Headed by Jack Denny, division will make concert bookings for GAC jazz artists, with emphasis off full-size bands.

Opening of similar divisions in GAC offices throughout the country is contingent upon the weight of business. No classical artists will be handled through this department.

Denny is a former promoter in the Ohio territory, has handled "Tobacco Road" and other legit shows and one-nighters passing through that area. Spot with GAC is his first booking experience.

## Harry Fox After Coast Disk Payoff

Hollywood, April 9.

Harry Fox, general manager of Music Publishers' Protective Association, revisits Coast early in May. When here in February, Fox collected nearly \$40,000 in unpaid royalties from recording companies for on-going books of numerous firms and pointing out that he ignored royalties to pubs on pop-diskings. Firms pleaded ignorance and

in returning, MPPA watchdog will be on another proof, this time with valuable ally in American Federation of Musicians, with whom he has made deal whereby union will tip him to what pop-plagiarists are wasting and where. This tieup will supply Fox with information he himself tediously dug up in past, and since there are more than 520 waxeries in country, many obscure, he frequently felt there existed some of which he had no knowledge.

## On the Upbeat

Pee Wee Lewis, Pittsburgh maestro, has recognized his band and at the Backstage Bar and Grill, Akron, O. . . . Accordionist Al Di Loria has joined Harry Walker's 4 at Mercury Music Bar, Pittsburgh, replacing Harry Bigley, guitarist, who at Pitt's Seventh Avenue Hotel Lounge with his own unit. . . . Singer Billy Leech quit Guy Lombardo's band the recently rejoined him after a hitch in the navy) to rejoin his family in Pittsburgh and go back into radio work there. . . . Karen Jernou, former "Vanities" chorus girl, is now the featured vocalist with Freddy Gorman's band at the Riviera, Pittsburgh.

Buddy Rich, following current stand at Palladium, Hollywood, vaudeville week of May 14 at Orpheum, L. A. . . . Stan Meyers' combo into Slapup Music's, Hollywood, April 8. . . . Jimmy Grier and Pee Wee Hunt bands signed for transcription series by C. P. McGreggor was-waxing in Hollywood. (Leigh-

(Continued on page 70)

## Bands at Hotel B.O.'s

Name	Band	Covers	Shows	Notes
Johnny Pinapple	Lexington (8); 75c-\$1.50	10	1,855	27,075
Jerry Wald	New Yorker (400; \$1-\$1.50)	2	1,700	3,475
Randy Brooks	Pennsylvania (500; \$1-\$1.50)	6	2,000	12,950
Joe Reisman	Walton (500; \$1-\$1.50)	9	3,150	28,400
Erskine Hawkins	Lincoln (275; \$1-\$1.50)	7	925	7,100
Nat Bradwyn	Roosevelt (400; \$1-\$1.50)	3	2,300	6,775
Ray McKinley	Commodore (400; \$1-\$1.50)	6	2,050	13,700

\* Asterisks indicate a supporting floor show. New Yorker has ice show; Lexington, an Arabian floor show; Waltons, Jean Edwards.

## Chicago

Frankie Carle (Panther Room, Sherman hotel; 650; \$1.50-\$2.50 min.). Sweet pays off, even during Lent; 5,300 tabs lifted.  
Hayes Kay, Glenn and Duke Art & Junior opened Friday (5), splitting 3,200 with Benny Strong, DeMae & Denise and Jack Spot, who closed.  
Eddie Hecker (Mayfair Room, Blackstone hotel; 550; \$1.50-\$2.50 min.), Up 400 over last frame; 2,400 this week.  
Frankie Masters (Boulevard Room, Stevens hotel; 700; \$3-\$3.50 min.), Okay 5,500.  
Giff Williams (Empire Room, Palmer House; 650; \$3-\$3.50 min.). Turn-stil' clicked off 5,100.

## Los Angeles

Freddy Martin (Ambassador; 900; \$1-\$1.50). Lenten drop to 3,900 covers. Jimmie Grier (Biltmore; 900; \$1-\$1.50). Build up to 4,000 tabs.

## Location Jobs, Not in Hotels

(Chicago)

Gay Claridge (Chez Paree; 850; \$3-\$3.50 min.). Very fancy 5,400 for Alan Jones, Claridge.  
Chuck Foster (Blackhawk; 500; \$2-\$2.50 min.). Nice 3,400.  
Art Kasel (Cranston; 930-\$1.15. Status up-bid 17,000.  
Merri Lishon (Frolics; 700; \$3-\$3.50 min.). Mighty 4,200, shared by Beatrice Kay, who closed Wednesday (3), and Chico Marx, who opened.  
GEORGE Olan (Aragon; 830-\$1.15). Boffola 23,000.  
Jack Teagarden (Rainbow; \$1.60-\$2). Pretty good 7,000 for Teagarden in for two weeks.

(Los Angeles)

Buddy Rich (Palladium, B. Hollywood, 3rd week). Frigid 20,000 admissions.  
Benny Carter (Trinon, B. South Gate, 1st week). BoTo 6,700 ducks.  
Matty Malneck (Slappy Maxie's, N. Los Angeles, 29th wk.). Standard 4,000.  
Spike Jones, King Cole Trio (Troadero, N. Hollywood, 2d&10th wks.). Getting plenty in two rooms; 3,500.  
Desi Arnaz (Circo's, N. Hollywood, 14th week). Public believed spot closed on liquor rap so hit only 2,850 tabs.

## N.O. AFM Disavows

### National's Rules In Harmonica Act To-Do

New Orleans, April 9. Executive of Local 174 of the American Federation of Musicians have made quite a to-do over the fact that the Philharmonic Trio Harmonica act working the Blue Room of the Roosevelt hotel, are not AFM members.

Local has ordered the act to join up or else, though national AFM rules do not require harmonica players to hold cards.

AFM regulations specifically cite harmonicas as "keys."

## Gary Orch to Resume Donahue's (N.J.) Policy

Glenn Gari's orchestra will resume a band policy April 20 at Donahue's, roadside dining and dancing spot near Frank Daley's Meadowbrook, Cedar Grove, N. J. Donahue's has not had an extensive band policy since before the war.

Gari, who, pre-war, led a band owned by two brothers who performed as sidemen in the organization, recently got out of the Army. His own band is now being formed.

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# Balto Clubs Constantly on Spot With Small Capacities and High Salaries

Baltimore, April 9. — Baltimore has become one of the toughest nitery towns in the country from standpoint of an operator. Situation there is such that a major cafe owner must shell out anywhere from \$5,000 and up for a show, and attempt to make a profit in less than five-hours nightly operation.

Situation is at the point where nitery owners, having gotten the patrons accustomed to a name diet, can't abandon that policy if they're to stay in business. Consequently, talent costs in cafes are mounting and limit hasn't been sighted.

One of the smallest rooms in that town, the 21 Club with a seating capacity of around 300, is paying Gypsy Rose Lee \$4,000, Club Charles (440 cap.) is shelling out around \$4,000 for Jerry Lester and Carl Ravazz, while the Chanticleer (350) is paying Zepi Motel around \$2,750. Later, the Chanticleer will pay \$4,500 for Sophie Tucker, and competing clubs are now shopping for lures to offset her. They'll not haggle on price if suitable dances become available during that time.

Operators aren't happy over the state of affairs. In fact, Sol Tepper, booker for the Club Charles, attempted to get nitery owners to make some sort of agreement that

would end competitive bidding among them, but was unsuccessful. Amazing part of the situation is the fact that with the exception of the Charles, which reopened last week (3) with dinner trade for the first time, other spots start operation at 9 p.m. and despite early opening will still do better than plays because of competitive angle on the number of shows demanded by patrons.

The Charles is the first nitery to go out for the dinner trade, others may attempt to follow suit later, if this policy is successful.

Competition has reached the point where the three cafes are attempting outdoing each other in decor of rooms. Chanticleer, is comparatively a new room and has no need for redecoration, while the Charles has just invested upwards of \$100,000 in a beautification project. The 21 will close July 1 for a \$750,000 facelift.

So far, they're all doing good business, but fear that even a slight local business depression will knock them all into receivership.

## Jeanne Rognan Suit Vs. Pan-Am for Plane Crash Pending in N.Y.

Pending decision of an appeal in the New York State Court of Appeals, on a similar claim by others, the Pan American Airways, according to papers filed last week in N. Y. federal court, asked for adjournment until May of trial date of a \$410,000 damage action instituted by Jeanne Rognan, dancer. Suit is for injuries to herself and for the death of her husband and partner, Roy Rogers. Damages are sought as result of the crash of the Yankee Clipper, in Feb., 1943, near Lisbon, Portugal, in which other show people were also injured. Dancer seeks \$250,000 for the death of her husband and \$150,000 for her injuries, plus \$10,000 for loss of her luggage.

Other suits pending against Pan American as a result of the crash are by Gypsy Markoff, for injuries; Edwin D. Swann, for the death of his wife Tamara; and by Jane Froman, singer, for \$100,000 damages. Pan-Am contends that disposition of the appeal may determine the Rognan claim.

## BEN BLUE BACK INTO NITERY DATES IN CHI

Ben Blue will make his first cafe appearance outside of Hollywood in several years when he goes to the Chez Paree, Chicago, April 17. Ben Levey has been packaged with him. Blue and Levey are also being submitted to N. Y. cafes, but only nibble so far has been from the Club 18, where Freddie Lamb wants them for show, succeeding current Max Baer and Elaine Rosenblum, who close May 2.

Rosario and Antonio have been signed for the Roxy, starting around May 8 with George Jessel topping the bill.

## Pastor's, N.Y., to Be Set Up as New Latin Cafe

New Broadway nitery on the site previously occupied by Tony Pastor's Uptown, is slated to reopen May 2 with Miguel Valdes at the piping the show. Deals are current for Jose Curbello and Pupi Campillo rumba orchestra. Manager of the spot will be Monte Gardner who ran Ciro's, Miami, during the Florida season.

Name for the club is still undecided, choice having dwindled down to either the New Latin Cafe or Valdes' date is for three weeks, because of a picture commitment. Possibility is that Diana Costello will succeed him.

## AGVA Shakes Up Midwest Staff

American Guild of Variety Artists is realigning reps in Ohio territory for better policing of the area. Org hopes to effect a better working relation between the union and nitery operators in that area.

Al Wilson, from the Cleveland branch, will cover Youngstown, Canton and Akron territory, working under supervision of Sam London, Great Lakes regional director, who headquarters in Cleveland. Jose Bova has been assigned to the Columbus-Dayton area, with Pat Patton, working out of Cincinnati headquarters, assigned to Louisville and Indianapolis territory.

## TOM MARTIN'S GAC CHORES INCREASED

Tom Martin's supervisory chores at General Artists Corp. have been extended to cover entire agency. Martin's job is to see that GAC personally-managed talent gets better breaks. He will work with theatre and radio sectors as well as with the cafe department.

Hilton Martin's main chore was booking of hotel accounts.

## HILDEGARDE'S \$3,000 Straight Figure for Persian Room—Nixes \$15,000 for Chi Theatre

In view of the Hilton Chain's new operation of the Hotel Plaza, N. Y. Hildegard has made a new deal for her Persian Room engagements at \$2,000 weekly straight. This about averages what was her percentage split in the past when she drew 26 plus a cut on covers and everything. Out-of-town her figure is now \$3,500 weekly in the class hotel. Persian Room compromise also was brought about by dropping the early Wednesday (9:30 dinner) show because of conflict with her Penguin Room (Brown & Williamson Tobacco) radio program.

MCA's Jack Bertell is currently dickering Chi Chicago theatre for package against percentage on one of her infrequent variety dates. He's offered a \$15,000 guaranteed offer for herself, the Arthur Ravel orchestra from the Plaza and other acts, holding out for a higher figure.

# Chi Council Shuttters 17 Niteries And 1,182 Arcades, Bowling Alleys, Etc., for Fire, Health Law Violations

Chicago, April 9. — Seventeen top Chicago niteries, with 1,182 other places of business, were ordered closed Tuesday (9) by the Chicago City Council. The city shutters for violating fire, building and sanitation law. They are the Roxy Cabana, 5100 Club, Colonial Club, Alhambra, Liberty Inn, Silver Cloud, Club Charming, Casablanca, Trademans' Club, El Marmora, Gaiety, Gayety Village, Majestic, Nameless Club, Cave of the Winds, Cuban Village and Winkin' Pup.

Move followed a meeting of the Council Monday night, at which the city council was ordered to shut down the license fees paid by the spots and notify them that their applications

for licenses have been denied. They had been running on "permits," or receipts for license can paid the city, with actual licenses held up pending fulfillment of promises to correct code infractions.

Among other violators listed are 15 bowling alleys and 168 spots with amusement machines, such as rifle ranges, penny arcades, etc.

Introducing the new law that outdoes "permits," Alderman John J. Duffy said: "These places have been operating year in and year out in violation of the law. We have been inviting a major disaster like the Boston night club fire. Only by mere chance have we avoided it." Resolution was passed by unanimous vote, and city collector Matthias Bauer was directed to refund all license fees, amounting to \$80,000, for which no licenses have been issued. It is estimated 5,000 entertainers, musicians and operating help, ranging from Buddy Lester to the Roxy Cabana to small units in places like the Winkin' Pup, are thrown out of work by the move.

## Jackie Heller Cancels Baker, Dallas, Date Due To Lack of AGVA Pact

Pittsburgh, April 9. — Trouble with American Guild of Variety Artists in Dallas, where he was to open at the Baker Hotel, gave Little Jackie Heller an enforced vacation last week. He spent it working with his brother, Sol Heller, on the new nitery they're putting up here. Trouble stemmed from the fact that Baker did not have an AGVA band pact. Heller wouldn't do the spot.

Instead of waiting for the Dallas situation to clear, Heller cancelled out and was booked into the Latin Quarter in Detroit, where he opened last night (Mon.). Pin-tized singer intends to work around the East until his new local spot gets going, probably around the end of May.

## N.Y. CAPITOL RENEWS HARVEY STONE AT 346

Harvey Stone has been re-signed for a repeat date at the Capitol theatre, N. Y., for \$3,500, a \$1,000 increase over his present salary there. Date has been left open.

## AGVA Puts Four Dallas Agents on Unfair List

American Guild of Variety Artists this week moved in on a quartet of Dallas agents and listed franchises and listed them as unfair for violating terms of franchise.

Involved are Tex. Daddies Jimmy Jeffries, Buck Cathey and Francis Tyrell.

According to Matt Shelvey, AGVA's head man, these agents had violated their franchises by booking previously-listed unfair niteries in that territory with non-AGVA acts under regular salary scale.

# ROY ROGERS

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DETROIT  
OPENING APRIL 17  
**CHEZ PAREE**  
CHICAGO

**BILLY RAYES**  
**BEN BLUE BACK INTO NITERY DATES IN CHI**  
Ben Blue will make his first cafe appearance outside of Hollywood in several years when he goes to the Chez Paree, Chicago, April 17. Ben Levey has been packaged with him. Blue and Levey are also being submitted to N. Y. cafes, but only nibble so far has been from the Club 18, where Freddie Lamb wants them for show, succeeding current Max Baer and Elaine Rosenblum, who close May 2.  
Rogario and Antonio have been signed for the Roxy, starting around May 8 with George Jessel topping the bill.

**Earl Carroll's Sketchbook**  
Earl Carroll Theatre  
—Hollywood—  
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# FIRST NEW YORK APPEARANCE

## Boston Forgives Bradford H. For Jayne Manners

Shows were restored to the Bradford Hotel, Boston, Friday (5) after a seven-day suspension by Boston censors who objected to risqué songs by Jayne Manners. Room immediately resumed with the show it had at its closing. Spot, which also had the Bernards, De Maris, resumed open during the ban with musical entertainment only.

Talent had off during the period when shows were outlawed, were paid in full.

Action against the cafe was taken after a visit by Mary E. Driscoll, of Boston licensing board. She declared Miss Manners' songs were offensive. Entertainment blackout, however, came after Miss Manners had left to go to the Latin Quarter, Conviction, Ky.

Settlement of the issue shows looming difficulties for the spot because of talent commitments made for an Irish melody and reprints of songs introduced by him in the "Ziegfeld Follies" and other musicals, with "Pretty Girl" and "Melody," which he introduced, naturally the elcher for a bonfire response. Renault One back in another creation for impish of operatic soprano with "Sweet Mystery of Life" blossoming of the top notes.

George Price is slated to go in tomorrow (11) with Lucille and Eddie Roberts, the Gunsets in support.

## TEX RITTER FOLLOWS AUTRY IN AMA RODEO

Tex Ritter has been signed for the Arena Managers Assn. rodeo, starting May 28 in New Haven. Ritter will succeed Gene Autry, who starts with the outfit May 25 in Washington, but won't be able to make any June dates because of picture commitments.

AMA is also working on plans for another hay-burner display in the fall.

## Cynda Glenn to Marry Col. Met on USO Tour

Cynda Glenn, in former years star of the "Folies Bergeres" in Paris, will marry Lt. Col. Edward Francis Gaudier in London, June 1. The actress met Gaudier on a USO tour in Casablanca, where he was commanding officer.

The Lt. Colonel, a former Minneapolis newspaperman, is currently stationed in Paris as deputy chief of staff. Miss Glenn plans resuming professionally in Paris.

## Connée Boswell's 2d Roxy Date in 6 Mos.

Connée Boswell goes into the Roxy theatre, N. Y., today (Wednesday), her second booking at the house within six months.

She's drawing \$4,000 weekly.

## Florida Clubs Pay Up

American Guild of Variety Artists has collected average amount for several acts whose contracts had not matured on closing dates of last season. The Cape Canaveral, Miami hotels, March 23.

AGVA collected five days additional salary for Redd Foxx and Jackie and Three Wiles from the L. Q. and a week's salary for unemployed time for Dixie Roberts, Jack Harlow and Stan Harris Trio from the Copa. Union ruled that since spots closed before fulfilling these contracts, operators were liable for the additional coin.

## Vaude Back to B. C.

Hollywood, April 8. Victoria, British Columbia, again is first vaude in eight years when Empire theatre adopts policy of week-end flesh. Up with Jack Gwynn's magic show in for three days as starter. House will be booked out of Bert Vogel agency here.

Immediately after stand, Gwynn trains to Los Angeles for vaude week at Orpheum, starting April 14 at \$2,350 for the stand.

Myers, magician, starts his 10th engagement at the Cytillon room of the Pierre hotel, N. Y., May 14.

## RENAULT WHOOPS TO SRO IN N. Y. CONCERT

Francis Renault, delineator of female types, again played to SRO in his third concert in the Chamber Music adjunct of Carnegie Hall, N. Y., last Thursday night (4). There were plenty of Greenwich Villagers and "types" on hand (\$2.40 duty) to cheer Renault who gave them a field day with falsetto shrieks at the albeit rowdy advice of the vet impersonator.

The customers got their money's worth. Another Renault shindig should be held in the same hall later this month. With some of the expected guests failing to appear, Renault practically had to carry the show. His gowns were also divine, as usual, and there were enough changes to outfit a production.

Tuning off with "Lady of Mystery," he brought on shrieks that paled any previous bobbysox demonstration. He followed with a caricature of Mac West as Catherine the Great, titling "Tonight I'm Just Plain Kate." David Sacco's classic piano thereafter was appreciably received.

John Steel, yesterday's musicomiser, doubling as voice, took over for an Irish melody and reprints of songs introduced by him in the "Ziegfeld Follies" and other musicals, with "Pretty Girl" and "Melody," which he introduced, naturally the elcher for a bonfire response. Renault One back in another creation for impish of operatic soprano with "Sweet Mystery of Life" blossoming of the top notes.

Arthur Blake came over from Bill Miller's Embassy initiative to contribute his imitations of Frank Morgan, Jimmy Stewart, Bette Davis and others, really goaling "on with the gal" autograph-hound bit. Faiskell of Eva Tangany and Anna Field, with songs and trappings to match, were Renault's other numbers, not overlooking "Chiquita Banana," which brought him on in a banana-trimmed costume. Al Friedman handled his piano act.

Edwards Vice Kalchein In FB's N.Y. Theatre Division Jack Kalchein last week resigned from the Frederick Bros. theatre department. He's being succeeded by Jack Edwards.

Kalchein's plans are still indefinite.

## Petrillo's Demands

Continued from page 3

Isn't the producer agreed to pay the musicians making the original track an additional amount in accordance with prevailing scale covering 35 film.

Musicians on call for recording and other work must be given a 24-hour notice of such call.

Some sideline musicians are to receive \$3 an hour, based on a six-hour work day, with time-and-a-half after 6 p. m. and double time after midnight, while not more than two minutes of recorded music may be included for any one hour. Where a musician is photographed separately, he is to receive leader's scale and for any spot less than additional 425. Any musician furnishing more than one instrument or one of clothing is to get 30% extra salary. In doubling on one additional instrument the increase is to be 30%.

On single sessions of three hours or less scale proposed is \$60 a man, with increase of \$20 an hour while orchestrators on engagements of four weeks or more who now receive \$150 are to get \$180. Travel time on location jobs, now \$25 per hour is to be upped to \$5, with double time on Sundays, holidays and after 8 p. m. weekdays.

Producer group attending yesterday's session included Barney Balaban, president of Paramount, and Charles Boren, Par's labor relations head at the studio; Nicholas M. Schnecko, press agent of the studio; Joe Vogel, v.p. over theatre operations; W. C. Michel, v.p. of 20th-Fox; and Abe Schneider, treasurer. Ned Zepinet, president of RKO; J. J. O'Connor, v.p. of Universal; Sam Schneider, v.p. of Warner Bros.; Joseph E. McElhannon, v.p. of Republic; and Milton Schwartz, head of RKO studio department.

## Night Club Reviews

### Perseus Room, N. Y. (FOLLOWUP)

The same showmanship which prompted Hildegarde to come back into N. Y. at the Hotel Plaza's "Birth of the Blues" show, has had unimpaired "openings" here as of the same stuff which makes the Milwaukee clannishness one of the single women in show business to come down the road. The turnout attendant to a premiere, although somehow the Hildegarde fans felt a little disappointed, the turnout at \$5 a head was extraordinary as if fully anticipated, apparently with one positive factor—minimized the opening night nervousness which is within the realm of the theatre. Once over a preeminent in showmanship, although actually the so-called premier jitters are manifested only slightly with fluffs on new song material.

How it works in this instance, psychologically or realistically, was evidenced at her Thursday preem, where it was virtually 80% new material and no fluffs at all, as of very different jury. "Why Shouldn't I Dance to Us?" It's one of the birds-of-a-feather, bird-o-the-wings, intricately constructed and quite intricate on the live cue-sheet, and in order. A new tune, "I'm Going to See You Tonight," by Richard Adusell, the "Warsaw Concerto" composer, first time in America, is a crumb for the theatre. It's a song in English and French, and "Why Shouldn't I Leave Us Alone" mixes the vocals up with a yesterday's pop number, the Strauss waltz, "The Rose Tree," and "Leave Us," incidentally, is her number six (Auntie Sassenko's) and she also authored "Darling Je Vous Aime." Hildegarde's theme—and it's quoted a little later for a good laugh. Switching with "Ca Fat Boon" would give the sequencing a better lift. Incidentally, maestro Arthur Havel does a stand-out job in picking up his cues, and Mark Monte's alternate quartet dispenses plenty of banishment for a small crowd of one. One thing is dominant at the Perseus Room with Hildegarde's return—there's a lot of all-star stuff. The h.o. certainly gives every time she hits the road.

### Frolics, 4th

Chicago, April 4. Chick Marx, Jackie Green, Denver Sisters 121, Jackie Van Dyke, Live 181, Henri Lichon Ork (9), Petrolino (9); \$2.50-\$3.50 minimum.

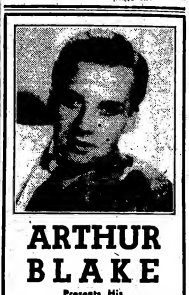
New Frolics, with its further offering, is still pouring big coin into the operation, and doing pretty well as a result. A new tune helps the current show, as, of course, do Chick Marx and Jackie Green.

Marx, in closing spot, is still the polka, green-jacketed and hatted as ever. It's his first date as a micky single here, former stint having been from his band at the Casino, back. And he does a good job, convincing that only about a third of the payees can see his key-boarding, what with insufficient mirrors over the stage. He gives out with the finger-tinged "Beer Barrel Polka," nodding on "Moonlight Cocktail," a pistachio pizzicato of "Gypsy Love Song," with choir leader Henri Lichon stooping on the melody. "Don't You Hate Dance," when he gets

tangled up with pianist Nat Farber from the orch, and "Woodpecker Song."

Green feels off with some tired jokes, but mops up with the impressive Irishman's "Same Old Shillelagh," Jolson's "Swanee," Richman's "Birth of the Blues," "The Man That Shuts the Muffs for I. J. Fox," "Julius," and Cantora's "Whoopie." Duran's "Ink," "Duke Duo," "Jelly's Fattening of 'Beir Mir Biti Duk Solon," and Cantora's "Whoopie." No encores chosen for him this time, same being taken nicely by Dick Hyde. Management, incidentally, pinked up Gypsy's option after the first show. He'll be around when Gypsy Rose Lee comes in April 18. Devoy Sisters (4) throw themselves into prequel shapes like mad, turning in exuberant high-kecks, flying slip handkerchiefs, etc. Resister waltz, Jackie Van, however, should start to straighten pose, inasmuch as her price two numbers—more as she hasn't the comely lung necessary for such stunts as "Princess Popsy" and "The Girl Who Took No Can Do" and "Symphony." But the rest of it is sad.

Little's quizzing routine, to "Indian Chief," is a cute one with the gals appearing in her price two numbers—in pantomime—as is their "Coser." (Continued on page 63)



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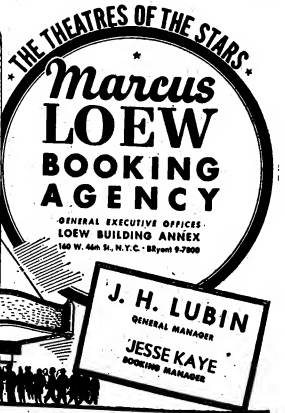
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"Miss Rellily is topnotch, as teamed with the Cugat combo. She's a tall, highly attractive blonde, who makes with surprisingly authentic Latin in. She was brought up in Mexico, but is of Irish parentage, which accounts for this unusual and showmanly combination of Nordic and Spanish and Spanish ballads. To add to the fun, she loses in some lyrics in Yiddish. The maestro will be cringing if he doesn't tie her up for a long stretch."

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# N. Drama Critics Circle Rapped For Refusing to Name 'Best' Play

The New York Drama Critics Circle held its collective chin last week by refusing to select a "best play" of 1945-46, the second time in its history that it has declined the award. The circle's insistence that there has not been a play this season worthy of the honor was a surprise. That brought on a sharp difference of opinion.

One general reply to the Circle's refusal was that there is always a best play in any season. A number of reviewers who voted for the Circle's refusal last week upheld that contention; otherwise, there would have been a preponderance of "no award" ballots.

Four critics refused to name any winner.

Of the most voted, seven, but 10 are required for a "best" play award. Boris Mantle, former editor of the New York News, who gave his former associate reviewers a verbal chastisement two years ago when the Circle declared it a bye season, was not so severe this time. He let it go rather mildly in Sunday's Post.

Chapman's Rebuke  
After last week's session, John Chapman, current News editor, left the Circle flat, saying that the Circle "at least its own purpose with the 'no award' gap. Circle was formed originally with the idea of selecting critics, by making their own selections, would cause the Pulitzer committee to make more reliable or popular winners than had been named by that body's annual awards, as it has been in Sunday's Post.

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## Bays Albany Legit

Albany, N. Y., April 9. Capitol theatre has been bought from W. Farley by Malcolm Artberg, who will convert it into a legit playhouse. Artberg, a son of the late W. Farley, formerly a road, and a devotee of the stage, said he will make as extensive alterations as permitted under present conditions for opening as a theatre in November.

The purchase, he said, means the scrapping of a plan announced last season under which he proposed to build a theatre costing approximately \$400,000 on land owned by the Albany Institute of History and Art.

The Capitol, a landmark dating from 1813, originally designed by Philip Hooker and built as the Second Presbyterian Church. About 30 years ago it altered its use as a theatre, and since has had a varied career as sports arena, roller rink, nightclub, film house and exposition hall.

## Producers Ask House Mgr. Aid For Hotel Rooms

Producers, through the United Booking Office and League of New York Theatres, have asked out-of-town producers to cooperate with advance men in securing hotel reservations for actors, as promised after Equity appeal to the showmen recently. Attention to the difficulty is urged by the union, which heightened since then by an appeal from out-of-town producers.

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**Portal-to-Portal**  
Director of mine union boss John L. Lewis was turned into a quip by one actor listening to the explanation of the relations from the stage of a recent flop. Director told the players that they must feel like a lion in character before entrancing, in fact from the moment they leave the dressing rooms, which brought the crack: "That calls for portal-to-portal pay."

## 'Sa. Louis' Actors Cited to Equity By Muriel Rahn

Muriel Rahn, colored warbler who was supplanted in "St. Louis Woman," Broadway's newest musical, by Dorothy Fields, who was engaged to replace, has filed charges with Equity against two principals in the production. She alleged unprofessional conduct by Rex Ingram and Harold Nicholas. Singer called it a "hoax" because of the fact that she was forced out of the show, which, Miss Rahn says, caused her much humiliation.

Complaint appears to be another headache for Equity's council. The union has a long record of discipline being meted out, if the actress is upheld, is a problem. Financially, the case is more delicate. Edward Gross, who produced "Woman," will be required to pay Miss Rahn full amount called for in her term contract but she may go to court for additional coin if the show scores a run.

Reported that backstage "delegation" between Gross and Ingram, who played the role of a woman, was a number of times since "Woman" started. Miss Rahn stated that Gross and Ingram, who played the role of a woman, was a number of times since "Woman" started.

## Chi Civic Groups Pledge 'Roots' Attendance To Uproot Intolerance

Chicago, April 9. An unprecedented meeting of civic groups, called by Mayor Edward J. Kelly's commission on Human Relations and the Chicago Civic League, pledged last week to the organizations to encourage white citizens to be present at the "Carmen Jones" company next season, when many outcasts will be played. There are three types of sleeping cars being used, first class, tourist and "refers."

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# Equity Nominating Group Snarled On Choice for Union's Presidency

## Delay Golden Dinner

Date for the \$25-per-plate testimonial dinner to John Golden has been set back three weeks and the union under the auspices of the Jewish Theatrical Guild, will be held at the Hotel Astor, N. Y., on May 10, for the first time in the theatrical religious-charity organizations participate in the sponsorship. The Catholic, Episcopal and Negro Actors Guilds having requested that they be associated with the dinner. Proceeds, however, will go to the Jewish Guild's charity fund.

Postponement was made so that a number of notables otherwise occupied on May 5, original date, will be able to accept invitations to the dinner on the date for the Golden dinner. There are 32 honorary sponsors, all well known in theatrical and civilian circles.

## 'Annie' Guns For \$6.60 Top, Tops Since 1930

When "Annie Get Your Gun" opens at the Imperial, N. Y., it will have a \$6.60 top, first time that figure will appear on tickets since the federal admissions tax of 10% was doubled. Actual net price for the new musical, which is highly rated out of town, will be \$3.50, tax being \$1.10.

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Equity's nominating committee asked to form a regular list of officers and councilors for the election late next month in a questionnaire. The committee huddled with Bert Lytell last week, when he was elected to the post, but did not serve any longer as head of Equity. He was requested to accept a candidacy for the first time in 1946. He could withdraw after the limited period, Lytell replying that if they could not find a successor now, it would be just as difficult six months or a year hence. Officers will be elected for three years.

Lytell told the nominators of the demands on his time as head of the association, wellknown actors on the committee signing that being president and holding down a stage engagement would be too exacting for him. Although he said his idea of having an Equity leader under salary is opposed within the association, he said he would not see a logical solution of the problem. He contends that it isn't a matter of competition, but of necessity, because Equity is the most financially sound of all the talent unions.

Lytell said that he is permitted to pursue the matter, he aims to devote most of his time to radio. He suggests that some salaried individual be appointed as the representative, not necessarily an actor, could become familiar with Equity and the problems of the union, augmenting the present staff, even if an honorary price is unearned. He said that he would like to see Paul Dultzel, whose fulltime job as executive secretary-treasurer is in the radio business, have been offered last year, but the plan was dropped.

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## MOSS LINING UP RUSS LEGITER FOR 'B'WAY

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## WASHINGTON IRVING LEGEND AS MUSICAL

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## Lang's 'Tears' Set

Howard Lang has set "Tears for the Bride," comedy for Martin Berkeley, Coast stripper, to begin production on Broadway. Cedric Hardwicke will star. Lang is also directing with the show "Legs the Dancer."



## \$5,000,000 Sought in Public Funds

### To Back a National Proffesh Theatre

A goal of \$5,000,000 will be sought in a drive next fall for the help of the Federal Government in the American National Theatre and Audiences; large sum being explained by the size of the plan, plus as well as its distinction to seek state or federal aid.

Group, which received a charter from Congress in 1935 but which wasn't active since that time due to pre-war depression and the war, announced plans for the drive last Thursday (4) at office of Vision Freedler, ANTA's director.

Money sought is tied in with group's plans for a national professional theatre, ANTA's purpose being to help regions, and cities, by making money grants and loans to local professional groups; establish a graduate academy to train young actors and actresses, and exchange productions with other nations. Plans will in no way conflict with present commercial legit activity, according to its sponsors, although part of its objectives will be to bring renowned European dramatic groups to the American stage.

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## SPECIAL 10-CAR TRAIN FOR TROUPE TO CHI

Chicago, April 9. Special train released by the New York Central to Mike Todd to bring the theatre "Up to the Point" from New York to Chicago is the first such setup for the road's New York-Chicago run since wartime restrictions began.

It's a 10-car job, N. Y. C. reports. It has baggage car, two coaches, lighting equipment, and five Pullman cars, each with technicians and musicians—about 150 in all.

## Mormons Founder As Subject For Drama

Chicago, April 9. Planned for a preem here this fall, and later for Broadway, by Luis Kutner, Chi attorney, is "Joy Sam Joe," eight-scene historical drama about Joseph Smith, prophet-founder of the Mormon church. "Joy" is by Alfred P. Swell, Chi Daily News feature writer. Smith's life—from farm boy to generalship of the army and his death by assassination by an Illinois governor—is covered in the play.

## Cornelia Otis Skinner Inked for Coast 'Fan'

Los Angeles, April 9. Cornelia Otis Skinner, who has been assigned for the role of Mrs. Erbyne in "Lady Windermere's Fan," which will be produced on the Coast as the first in a series of plays in the Theatre Guild subscription series. Play opens at the Curran, San Francisco, Aug. 26, and shifts to the Biltmore, Los Angeles, Sept. 14. Homer Curran is producing the legit in association with Howard Young and Russell Lewis.

## Mpls. Seeks \$150,000 For Community Theatre

Minneapolis, April 9. Campaign is under way here to raise money for a permanent home for a community theatre which would offer 48 weeks of stage entertainment annually. Headed by Howard Young, who incorporated a non-profit organization to assist the North Star Drama Guild, the drive is in its initial steps in the theatre's establishment. Site for the theatre has been purchased and its plans are being developed.

It is intended to engage Broadway and Hollywood actors and actresses, but talent for the most part will be selected exclusively from the community, by means of public input and from the Guild's active members and staff.

## Gallo Settles Oberfelder

Dispute between Fortune Gallo and Arthur M. Oberfelder, who produced the latter's first Legitimate Theatre Corp., has been settled and the scheduled arbitration cancelled. Understood that Gallo received \$3,500 from Oberfelder, although the former claimed \$11,000.

During a series of arguments between Oberfelder, a midwest showman headquartering in Denver, and Gallo, a certain number of boys had been named with his okay but finally conceded responsibility for the loss.

Total loss on the venture is variously reported, but was said to be upward of \$20,000. It was reported that Gallo's former Broadway attractions through western territory, but three out of four shows flopped out.

Gallo's San Carlo opera troupe, incidentally, will play a 12-day date starting Monday (11) at the Palace, the current "Hats Off to Her" closes. Oberfelder's deal with the Palace is for 15 weeks only on the road. Wouldn't sign run-of-the-play but finally agreed to limited road. Gets \$40,000 weekly against 10% of the gross which should average her 42 a week.

## Gordon Sees Error By Chi AFM in Forcing Actress to Join Union

Curious instance of an actress being required to join the musicians union to secure a place on the stage as part of the performance, has not yet been explained satisfactorily. The actress in question is George Apple, current in Chicago. Soon after it opened there Margaret Anderson's informal troupe, which she joined, the musicians union, which she did, and then her membership was transferred to New York's Local 802.

Max Gordon is producer of "Aptley," which scored a run on Broadway, during which there was no interference by 802. The manager, who is not in the union, is not the error by the Chicago local. On complaint from the actress, Equity has asked the musicians union for an explanation. Understood that the Chicago local informed the show manager that unless the actress joined the union, a standby pianist would have to be retained at \$80 a week.

Gordon's office said that the actress was refunded some \$35, the union joining the actress in New York will pay the requisite assessments on her weekly salary pending a settlement of the case. The actress isn't a pianist ordinarily, but was taught herself to play piano to accompany herself while singing a smidgen of a ditty.

## McGowan's 2d Musical

Hollywood, April 9. Jack McGowan, with one book musical, "Forsyell in the Park," completed and aimed for Broadway, is writing another based on an idea by David Seltzer, author of "B. G. DeBella." Latter reported furnishing close on same.

Shelley's "Way Musical" Dave Shelley, stepson of Buddy DeSira, will produce "That Guy," a musical on Broadway next fall, with Rags Ragland and Phil Silvers. Shelley also made arrangements for the musical "Johnny and Julie Styne" to do the score.

## Inside Stuff—Legit

When Brock Pemberton was on the Coast recently he received a letter for the screen rights to "Harvey" for Bing Crosby, from latter's brother, Everett. Radio commentator Jimmie Flier, however, recently intimated that the character was unsuitable for the screen because of the subject's fondness for booze. However, that angle was not discussed with manager and Crosby.

In the New York production Frank Fay is supposed to take one final, but in the picture company Joe E. Brown prefers to merely indicate that he likes a moat.

"Harvey" picture rights may not be disposed of for a couple of years, but for a longer period on the road. Pemberton says negotiations for the rights will wait until it is practical to estimate a release date. Play opened Nov. 1944.

Fay aims to take a vacation but if he does, Brown will not replace him, Pemberton using another player, possibly Harold Lloyd. Original "Harvey" was not by off Broadway.

Marking the return of Arthur Hopkins as an active producer with the current "The Magnificent Yankee," John K. Hulten has left the showman, but his name is still on Broadway and there are more cheers for the man who has put his distinctive mark on the theatre. Hopkins has had his share of failures among his 70-odd exhibits but the most serene of Broadway producers makes his own decisions, proceeds with unalterable belief in himself and the theatre, passes the buck to no one and does not whimper in adversity. He has been pioneering in this country and he will be offered his first New York production, "The Poor Little Rich Girl."

As for the critics when they didn't like "Evangeline," one of his early triumphs, Hopkins said, "I'll be producing plays when these boys are gone and forgotten . . . critics often err in not writing in time of a play's interest. They think too much of the boxoffice and bring too little enthusiasm to their jobs."

All Equity members who were in the service have the privilege of being represented without charge in the Equity Guild's union's council. During a series of arguments between Oberfelder, a midwest showman headquartering in Denver, and Gallo, a certain number of boys had been named with his okay but finally conceded responsibility for the loss.

Equity sponsors the non-profit guild, which is distributed to producers and agents with the stage, picture and radio fields. During the council discussion it was pointed out that a number of members who were in the services had already paid for representation in the book. It is assumed that they will apply for full membership in the future. In addition to publish the guild's magazine, it will have a share of the average stock season.

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Smoke pots which went awry at the opening of "Annie Get Your Gun" at the Shubert, Boston, last week, filled the auditorium with smoke and resulted in the scene being barred by the commissioner from the show. No fire or damage resulted, and the accident and nobody left the theatre during the episode. Smoke was to have been used in the scene where Annie Oakley (Ethel Merman), doing some fancy shooting from a fast-moving train, blows out a smoke pot and sets off a fire. It was not necessary to the scene, so banning of it failed to hurt the show.

Managers have been asked to make hit-show tickets available to United Nations delegates, now holding sessions at Hunter College in New York. Requests in midtown Manhattan hotels, however, were contacted and requested to relinquish a percentage of their allotments, but the brokers claimed most of their tickets had been set aside to fill advance orders.

Actress pointed out that the union is not a union of the U. N. requests themselves, because theatres retain a liberal number of loose tickets, which call for choice locations. Stated that the managers are now taking care of U. N. requests, but tickets being held back for that purpose almost to the date of performance.

May Chase, author of "Harvey," was at the bedside of Composer Vincent Youmans when he died last week in Denver, where she resides. She wrote some riddlings about the composer in the Rocky Mountain News, published in that city. Youmans visited Denver many times and at parties invariably played not only his best known songs but new melodies that were unpublished.

Miss Chase reveals that while quite a few people could hum the new tunes, they will probably never be heard generally because Youmans never committed them to paper. He planned gathering the new songs together for a Broadway show.

Among Equity's new members is Elaine Stith, engaged by Kermit Bloomgarden to appear in "Woman Beats Men," newspaper play due into New York in N. Y. C. next year. Elaine, who is a young actress on Broadway before the producer told her to appear in a two-act show. Last week Miss Stith was replaced in the cast by Mercedes McCambridge, who appeared in radio, while "Woman" was trying out in Philadelphia.

New comedy is by Bella and Sam Spector, who are Taylor Holmes, Ann Shoemaker, Kirk Douglas, Royal Calk, Frank Lovejoy and Ede Heinemann. Miss McCambridge plays a romantic girl reporter.

Actor-director Ezra and Mrs. Stone announced the birth on March 29, in Philadelphia, of a daughter, in a novel postcard phrased in the form of a shipping notice. The notice read: "The following is a notice of birth, which 'order' the infant, now residing in the home of Mrs. Ezra Stone, Washington Crossing, Pa. Notice warned that the infant is not to be confused with the infant and Sam's first born, Billy Seger Stone, delivered 60 exactly the same date, 1946, in New York City."

The Defense Recreation Committee at 2d Park Avenue, N. Y., will operate a special ticket office for the purpose of distributing to the general public distribution of free tickets for all amusements to whom in uniform. American Theatre Wing was mentioned as taking over such distribution. The committee is considering the idea of having a special ticket office at reduced prices. That activity has been conducted by gratuities at the Commodore hotel, N. Y. It is proposed to disband that committee.

Illia Stoddard will be featured in "Dream Girl" starting April 29, when she assumes the title part while Betty Field goes on vacation of approximately two months. Miss Stoddard replaced her last, a number of times during the matter, making her the first to play the part. On such occasions Miss Stoddard did not receive special billing because the replacement dates were temporary.

Orson Welles will appear in the tryout engagement of "Around the World," opening in Boston April 28, going on as a Chicago magnificence. He is producing the musical as a Mercury Theatre attraction. The show is being staged in the city and it is when it opens at the Adelphi, N. Y. late next month, being due to return to Hollywood soon thereafter.

## 3 New Femme Leads In Touring 'Desert Song'

Pittsburgh, April 9. After week at Nixon with three new femme leads. All of them went into the show at different performances before revival left Pittsburgh, announced plans for the drive last Thursday (4) at office of Vision Freedler, ANTA's director.

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## Fordham's Summer Theatre

Fordham University will offer its annual summer theatre practice on its Bronx, N. Y., campus this season, from July 8 to Aug. 14, for the first time since the war. Albert K. Smith, who is director, is lining up a professional staff to include a name designer, playwright and other personnel.

Fordham's last theatre season, before the war, was also headed by Smith. His informal troupe, which she joined, the musicians union, which she did, and then her membership was transferred to New York's Local 802.

## Truce Bats in Memphis

Memphis, April 9. Victor Trucco, conductor for the Star Line Opera Company, signed by the Memphis Open Air Theatre as musical director for the eight-week outdoor opera season opening at Dunbar Bowl on July 1.

## 'LUCASTA' LONG-RUN MARK FOR NEGRO SHOW

Chicago, April 9. With almost 300 performances under its belt, "Lucasta," now in its 28th week here, is far and away the longest running show ever on stage or in N. Y. Added to this are the 750 performances of the play, which is being shown by the Chicago company's record.

Nearest competitors are "Shuffle Along," which opened at the 32nd Street Theatre, N. Y., on March 29, 1921, remaining for 504 performances. Then, on Oct. 11, 1927, the Theatre Guild produced "Porgy" at the Guild theatre, N. Y., for 217 performances, and on May 9 of the following year, "Blackbirds of 1928," which scored 518 performances at the Liberty, N. Y.

"Blackbirds" remained the long-run topper till its record was shattered by "How to Succeed in Business Without Really Succeeding" at the same Manhattan theatre on Broadway where "Lucasta" is now running. "Blackbirds" without the Chicago company's record.















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# THEATRE RECORD

## \$1-a-Seat 'Membership' as Keynote Of Readé's New Park Ave. 'Snob' Cinema

Revolutionary method of selling seats in a film house is being planned by the Walter Readé circuit for its new Park Avenue theatre, 59th street and Park avenue, N. Y. Seats will be sold on a "membership" basis only, the yearly "membership" paid in advance, entitling the holder to the same seat the same night of the week for 52 weeks.

House, set to open in September, will be a 600-seat super-deluxer, unashamedly operating on a "snob appeal" basis. It will have a late run, some three weeks after the RKO and Loew circuits, but is aiming to show "the 52 best pictures of the year." For per seat hasn't been set yet, but Readé is tentatively figuring on about \$60 a year or a little more, plus tax. Tap, at that rate, won't be much higher than other houses in the vicinity. And there will be the obvious advantage, of course, to the swank upper cast side clientele the theatre expects to attract, of being able to stand in line. A "membership" seat will be held for him whether he uses it or not. Plan may (Continued on page 65)

### Pub Orders Singer

#### To Do Original Lyric Or Quit Doing Tune

Hollywood, April 16. Marvin Music Co. last week notified Harry "The Hipster" Gibson, pianologist current at Billy Berg's night, either to cease singing "Oney, Zey, Zey-Zey" or adhere strictly to original lyrics.

Gibson mocks the ditty in his rendition, rhyming "loony" into lyrics. What really bothered publisher was Gibson slipping word "operative" into song over KFWB when station picked up remote from night last week.

## N.Y. NITERY OP BURNS AT BLUE LINES BY 'QUEST'

With N. Y. pianolohomies reported on the prowl to collect evidence on indigo nitery shows, the dubious comedy of film playing now in town isn't helping the cafe industry. This comedian, at a Sunday (14) celebrity party at a top spot, exceeded good taste by far with a flood of profanity, and the spot's operator turned off the mike as a protective measure.

During his career, this comic has been judged for indigo shenanigans and has jeopardized the cabaret licenses of several cafe owners.

**MICHAEL STRANGE CONCERTS**  
Michael Strange, former wife of the late John Barrymore and mother of actress Diana Barrymore, has been signed by National Concert & Artists Corp. for its special attractions for next season.

Poetics will give Bible and poetry readings in longhair music, with harp and piano accompaniment.

### Chaplin's 'Bluebeard'

Hollywood, April 16. Charles Chaplin's feature production June 1 on a film titled "Comedy of Murders," originally labelled "Bluebeard." Comic will play the star role as well, and has limited himself to a 10-week shooting schedule. Picture will be first Chaplin has made in six years.

## Ad Novelty Cues Jukebox Idea As Business Booms

Chicago, April 16. The war interrupted the development of the jukebox business, but the music publishers, even until that point, had collected \$100,000 in royalties from the miniature jukeboxes which were being projected by Panoram, as the Mills Novelty Co. (Chicago) jukebox machines were called. It's expected this business will boom again from a soon-due combination machine which can show min films for 10c, or play a jukebox disk for 5c.

There's also a new wrinkle added, that of ads which may be projected on still another variation of the jukebox machines. When these industrial ad films are shown, there would be no charge, but would be sandwiched in between normal jukebox performance.

Incidentally, there are still two dominant jukebox production firms in the field, RCM and Film Craft Productions. Latter is in the east, producing for Mills Novelty, and RCM is in the west, producing for the Stand for John Roosevelt, Sam Costow and Mills Novelty, and may yet be revived, since the late President Roosevelt's son is anxious to return to film production.

## LOMBARDOS' L.I. TO N.Y. (LATER FLA.) AIRLINE

Guy and Carmen Lombardo have invested heavily in an airline service which begins operations May 15 serving commuters between Long Island and New York. Venture will fly with five sea planes, formerly in use by the Navy, which will be flown on a schedule between Monahat Point, Long Island, and the East River at 22d street in Manhattan. Airline was made on route at South Hampton and East Hampton.

The Lombardos plan to operate the Long Island Airline during summer months only, shifting to Florida for winters as a shuttle between Jacksonville and Miami.

## '48 PASSING '45 PIC EARNINGS

Net earning figures being racked up by major U.S. film companies this year are dwarfing 1945's record figures, industry financial circles indicated this week. Predictions of amazing statements were made on the basis of 1946 figures tallied to date.

Paramount, for instance, which rolled up an alltime picture company record of better than \$17,500,000 in earnings for 1945, made almost 50% of that sum by the end of the first two months of 1946. It was reliably reported. Figure, which had industry financial and banking wizards standing on their ears, was the approximately \$4,000,000 in net on Par's books for January and February alone.

Another company which provided Variety with official figures, but asked that its name not be used pending issuance of its statement for the quarter, revealed a net for the first 13 weeks of 1946 that closely paralleled the Paramount pattern. It was just a shade under half of the record chalked up for the entire 12 months of 1946.

Other companies are doing similar (Continued on page 70)

## Harlem Niteries Thrive, Drawing Business From Their Own Native Circle

Harlem is recruited to permanent loss of large out patronage. Niteries owners are convinced that the current era of prosperity among its natives can support large clubs with name talent and bands.

Because of this realization, niteries are cropping up in Harlem with a greater rapidity than ever before. In recent weeks the Club Baron, Joe Music Bar, Celebrity Club and smaller spots have opened, and are doing well despite the fact that N.Y. niteries have been emphasizing a crime-wave, with Harlem getting much unfavorable publicity. In the old days, that would have meant forced closings of many clubs, which got most of its patronage from white trade.

All spots are going after Harlem patronage and are expending heavy (Continued on page 65)

## WOULD BE NICER IF HE GOT THE ROOM

Black market in popular recordings in N. Y. is not only on the rise, despite the ever-increasing production of disks. It actually seems to be jumping.

One prospective disk-buyer last week walked into a N. Y. retailer and asked for a pop song. He was told that he had been a big seller. Counterclaim he was sorry, no copies of the pressing he wanted. He thought he knew where some could be bought at \$3 a copy. Buyer was then given the number of a hotel room.

## UN Skeds Film Drive to Sell Itself; Documentaries to Be Ready for Fall

### 'Born' Contenders

If July Holiday leaves "Born Yesterday" June 1 as rumored, leading contenders to follow in the Broadway comedy hit are June Havoc and Arleen Whelan.

However, a salary tilt may satisfy the incumbent actress.

## Sinatra Cancels 25G Guarantee, Theatre Record

Detroit, April 16. Both the Downtown theatre, Detroit, and the Chicago, Chicago, burned at Frank Sinatra today (Tuesday) after being told that negotiations for playdates by the singer at each house had been cancelled. In each case, the dates had been verbally confirmed. They would have paid him more coin than any performer had ever before gotten from a theatre, at least in guarantee. Whether either house will try to do anything about the situation, however, is unlikely.

Sinatra cancelled the two weeks after being advised by his doctor to rest before beginning work on a new Metro film the middle of next month. Accordingly, he will go to Palm Springs later this week.

Sinatra's agreement at the Downtown called for him to draw a \$25,000 (Continued on page 65)

## BARBARA BEL GEDDES' UNUSUAL RKO PACT

Hollywood, April 16. Pact signed by RKO recently with Barbara Bel Geddes, currently in Broadway legit hit, "Deep Are the Roots," is unusual in that it calls for only one picture a year for seven years, but permits the studio to match any other company's offer for additional films.

Fenme, daughter of designer Norman Bel Geddes, has been sought by virtually every Hollywood studio for a revival of her work "Roots." Having recently become a mother, she's been hesitant about leaving her only husband to go to the Coast. Thus the one-year deal to allow her to spend major part of her time in New York.

RKO was fearful, however, that other companies might at some future time set her on additional films and thus put the clause in her contract guaranteeing it first claim on her services by the right to match any other offer. Studio execs declared, however, that RKO will not block her working for other outfits if all conditions are satisfactory.

A film drive to back the United Nations and its peace objectives will be initiated by UN late this summer with plans calling for the release of two or three documentaries as the campaign's opening gun. Preparations are currently under way with UN film technicians editing and cutting a total of 100,000 feet of film which the organization's leaders have compiled since the Dumbarton Oaks conference in 1944.

Release date will be timed so that the pic hit the screen prior to the general assembly meeting in New York slated for September. In the main, it was disclosed, sequences will depict actual scenes of UN meetings which the cameras have recorded from start to finish. Idea is to popularize the UN by exploiting its birth, growth and organizational setup. Points will be stressed in these films that the international group is an effective means of forestalling wars and deserves popular support.

UN officials plan to push worldwide release of all UN films with present plans providing for dubbing them in every language spoken by member-nations. Because of the critical importance of the peace goal as the No. 1 world issue, these (Continued on page 65)

## Pulitzer-Winning Legiters' Being Lined Up For Air Series With Bob Coleman

Radio actor Jack Layla is negotiating for radio rights to the Pulitzer prize-winning legiters, for a half-hour series titled "Pulitzer Prize Legiters." Show is being packaged in collaboration with Robert Coleman, N. Y. Mirror drama critic, who'll also be narrator.

Series will be live shows, with Arthur Gray and Billy Vilus as scripters. Likely first productions would be Elmer Rice's "Street Scene" and Eugene O'Neill's "Anna Christie."

## KATE SMITH TO SING WITH N.Y. SYMPHONY

Kate Smith will make her debut at New York Lewisohn Stadium June 22, when she sings with the N. Y. Philharmonic-Symphony players under baton of Paul Lavallée. Stadium season, its 25th, will open June 17, with Arturo Rodinski conducting and Arthur Rodinski as soloist. Second week of concerts will feature Carroll Glenn and Ed-Sell. Eugene List, when she sings with the program, and Larry Adler, harmonica virtuoso. Other conductors first two weeks will be George Szell and Alexander Smallens.



# Upped Admission Costs, Not More Filmgoing Has Bull-Marked Pix; Future High Costs Must Be Watched

High budget pictures are being cast the eye on the Coast, with producers at several major studios left to chop down. Much of this pruning of costs stems from Audience Research (Gallup) findings. There have revealed that the present ticket boxoffice inflation is not from millions more people attending the theatre, but comes from low admission fees. ARI has found that films put into production today won't be released for 18 months to two years. And that current boxoffice conditions may change drastically by then.

With this danger signal lunged out by Audience Research, Inc., the fact that this organization may serve such producers as RKO, Columbia, Metro, Selznick, Goldwyn, Rank, Monogram, International and Warner, plus several independent producers, makes that numerous topflight organizations have been alerted.

Current big business in most key cities is principally due to high admission fees. ARI has found that the ability and willingness of patrons to pay these upped admissions. The point stressed to producers is that the present boxoffice prospect is not traceable to any influx of millions of new theatregoers, since returned servicemen's spending has been in taking up the slack and constituting part of the audience today that's willing to pay for higher admission duets.

Research reveals from actual checking that the \$2,000,000-grossing picture is seen by only about 1.5 million people, and that in five years ago when the same calibre film (Continued on page 10)

## Mayer Out of N.Y. Hosp But Staying On For Ben Goetz Palavers

Production chief Louis B. Mayer discharged from St. Vincent hospital, N. Y., over the weekend after a routine physical checkup, has been postponed until later for the Coast. Scheduled to leave Tuesday (Tuesday), Mayer decided to stay another week in N. Y. for huddles with h.o. execs and Ben Goetz, Metro's European production chief, regarding the European scene.

Goetz arrived in N. Y. Monday (16) for confab on realigning Metro production in Europe following the shuffling from the Metro roster to Sir Alexander Korda. He'll spend the next five days in New York, en route heading for the Coast to continue his discussions with studio execs.

Studio publicity chief, Mervyn Strickling, meanwhile, was slated to travel back to the Coast today (Wednesday).

## Agent Arthur S. Lyons' Pic Unit Via Schaefer?

Equity Capital Corp., new George J. Schaefer, Arthur Greene initiating a deal to provide coin for an Arthur S. Lyons unit in which agent Arthur S. Lyons will have a prominent part. Announcement of the deal and Equity's financing of it is expected this week.

Bertram Meyers, counsel for Schaefer, leaves New York for the Coast (today) to draw up the papers. Al Marropolis, press chief for Equity, will handle publicity regarding the unit, led by New York for Hollywood Standard (13).

## WORK'S APPENDIX

Hollywood, April 16. Cliff Work, Universal veece, is returning from an appendicitis operation on the Coast.

His condition is reported good, and he plans returning to his office in about two weeks.

# LESSEES PAGE 10

## Divvy's Dip in Feb.

Film Industry dividends for February dipped to a thin \$132,000, as contrasted with \$368,000 for February, 1945, and the sock \$2,268,000 in January of this year.

Thanks to the big first month melon, however, the two-month total for this year stands at approximately \$2,400,000, well above comparable period of 1945.

## Flat Top Rubing Costs 20th 20G; Sets Oral Pact

Stanley Johnston, author and E. P. Dutton, publisher of "Queen of the Flat Top," won a prececdental verdict in the film studios it has been the custom that no contract is binding until the written covenant is duly signed and executed.

Plaintiffs charged that 20th-Fox had offered \$20,000 for the purchase of the title "Queen of the Flat Top," for its picture, later released as "A Wing and a Prayer." When the picture was drawn up, the studio clause was inserted to the effect that 20th-Fox could not be held in case some material from the book was inadvertently used. This was protested on the ground that only the title was being bought, while the deal was called off. Plaintiffs contended that the oral offer stood. Their judgment for \$20,000 also carried interest at 4%.

## Capra Starts Life

Hollywood, April 16. Frank Capra went into shooting this week on his first postwar chore Liberty Films with "It's A Wonderful Life," co-starring James Stewart and Donna Reed.

Capra's production calls for 60 days of filming, with 40 days on location. Picture will be released by Paramount (WB) in November, and December. Capra will follow with two other productions, "No Other Man" and "The Friendly Persuasion."

# National Boxoffice Survey

## 'Saratoga Trunk,' 'Utopia,' 'Virginian,' 'Tomorrow,' 'Follies' and 'Hoodlum Saint' Holy Week's Big 6

Death of newcomers and the number of pictures on release make Holy Week, with exhibitors' official leasing heavily on six productions being built by Warner Bros. in six this traditionally dull week. Big six (in this order) are "Saratoga Trunk" (WB), "Utopia" (M-G-M), "The Virginian" (Par.), "Tomorrow is Forever" (RKO), "Ziegfeld Follies" (M-G-M), and "Hoodlum Saint" (M-G-M), in order of judgment from boxoffice receipts in key cities. "Saratoga Trunk" is playing in 1,000 theatres, in smaller spots on or moveover dates.

Of the six leaders, only "Saint" is new this week. It is pacing Par. with a \$145,000, rise in St. Louis, big \$132,000 in Cleveland and tripping \$105,000 in Washington. "Saratoga Trunk" is in 1,000 theatres, showing continued strength though in second, third or fourth weeks in many cities. "Utopia" shows up in

Metro features can be expected in the future to have shorter running times. Confronted with instructions from production chief Louis B. Mayer to pare production costs wherever possible but to maintain quality of the pix, Metro producers will concentrate on using shorter scripts, making for less shooting time and consequent shorter films.

A Metro producer, while in New York, revealed last week that the huddles held with M-G-M producers on the Coast were "very hostile." Producers discussed ways of making films more economically and concluded that the main expense involved was shooting time.

Producers concluded, therefore, that the best way to cut costs would be to let decrease the time spent in shooting films. Mayer reportedly left it up to the individual producers to work with the scripters in the effort to get shorter scripts. To insure the maintenance of quality asked for, Mayer, however, said producers will spend just as much on sets and other technical aspects as they can.

In his confab, Mayer reportedly told the producers that present costs must not continue under the same circumstances. Production chief explained that cuts were necessary because of the danger of losing the British market, currently rated at \$87,000,000 annually for U. S. pix and hefty pieces of which go into Metro coffers. Loss of the British market would be fairly likely if the proposed \$375,000,000 loan to Britain did not go through, since the English currency would not have sufficient funds to exchange to send the money for films. However, loan looks likely.

## Matty Fox, Seidelman To Paris After Rank Convensh in London

Matty Fox, United World pressy and Joseph Seidelman, Universal International, are due to leave for the week following the windup of the J. Arthur Rank international convention in London. UW World pressy are linked to Rank's international film actup.

They will check on distribution prospects not only for France but throughout Europe.

## Keough Back and OK

Austin C. Keough, v.p. and general counsel for Paramount, returned to his office yesterday (Tuesday) following a brief rest after being ordered by his physician.

At first hospitalized in New York for a heart ailment, since early in January the Par executive has been at Boca Grande, Fla. He is declared to be in good shape again.

# "How's Your Audience Penetration?" Is What P.A.'s Ask and Dr. Gallup Tells the Film Producers Nowadays

## It Happened in Ohio

Bucyrus, O., April 16. Without legislative action City Council here has changed the city's curfew time from 10 p.m. to 9 p.m. All because a councilman said Arden who ring the curfew sometimes want to go to bed before 10.

## Symie on Strong Names for Labor And Export Posts

Inability to line up the executives he feels desirable has delayed naming by Eric Johnston of an industry labor liaison and a toppler for the Motion Picture Export Association. Prexy the Motion Picture Association and members of its board have been mulling possibilities for the two jobs for a considerable time without having come to a decision yet.

For the labor post Johnston wants a top name to command respect of both industry heads and labor, but a man with experience in dealing with unions. Continuous jurisdictional disputes, which have occupied so much of Johnston's attention, make the MPA presidency that he hasn't had a chance to carry out most of the program he plans to have him particularly anxious to fill the labor spot quickly.

Johnston has discovered that many of the things that looked so simple from the outside have become extremely complicated from his present vantage point. His private expressed concern and recent sentiment recently analyzed the industry's conduct in its relations. There are too many fingers in the pie he feels and too many people making commitments for the association.

(Continued on page 10)

## Donley, Rep Dissolve 'Safecracker' Deal

Hollywood, April 16. Brian Donley and Republic called off their deal whereby the actor was to produce "The Minister and the Safecracker." A. L. Wilton, Republic veece, announced that the studio had acquired all rights to the picture and that it will let Wilton look at producer.

Picture goes before the cameras June 1, with Albert Kelly as director.

## Skouras and Silverstone Back From Eng. This Wk.

Spyros Skouras is slated to return New York from London the end of this week. Prexy of 20th-Fox has been abroad for the past three weeks to confab with J. Arthur Rank, U. S. affairs of the Mount British, of which 20th is part owner, and get a closer picture of the general European film situation.

Alwyn Silverstone, company's literary chief, who accompanied Skouras, is expected to return in time.

## Howard Bay's B'way to U

Hollywood, April 16. A precedent-setting three-year contract will have Howard Bay moving from Broadway to International Pictures on the University lot as a film director, set designer and coordinator and supervisor of wardrobe.

The stage production designer is due from New York soon to open "The Sign of the Cross" on assignment has been set as yet.

film pressagery—that ultimate stronghold of fabulous claims and majestica smokers' dreams—has finally been invaded by science. No longer are results measured by a scrapbook full of clips and a flock's fast talk. Now it's done by numbers—mostly provided by Audience Research Institute, Gallup poll subunit.

The effect has been marked in the past two years on the style of campaign with which pictures have been sold to the public since the '20s.

In the old days of the circus advance man, a good advertising-publicity campaign consisted of three-sheeting the route which the p.a. was sure his boss would travel on. Now the p.a. is the big top. Now the David O. Selznick pub-dub-distribution is fighting to get its "audience penetration" figure up to above 65% a week before the \$80,000,000 epic, "Duel in the Sun," goes into general release. And Sam Goldwyn's flacks have their sights set on an "ap." of 40% for the week ending the 15th.

Danny Kaye starer, is set for national distribution.

"Audience penetration," a new term in presentation, is a concept developed by ARI. It indicates the number of people who know fact about a picture beyond its name. If an average Joe knows the star, or that it's in Technicolor, he's in.

(Continued on page 10)

## HARRIS' ESTATE IN 4 EQUAL SHARES TO KIN

Pittsburgh, April 16. Entire estate of Frank J. Harris, head of Harris Pictures, was divided into four equal shares, one to each of his four children and one to county political bossie who died few weeks ago, was left in trust to his four children. An estimate of what he left was given, but it's said to run into high six figures.

A son is manager for Harris theatre interests in Jeannette, Pa. The son is married to Jeannette Harris, a local newspaperman now in the Army. A fifth child of Harris was mentioned in the past since she's a nun and has taken the vows of poverty.

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# World Premiere

SAMUEL GOLDWYN presents

## DANNY KAYE

# The Kid from Brooklyn

IN TECHNICOLOR

with

VIRGINIA MAYO • VERA ELLEN • THE GOLDWYN GIRL

WALTER ABEL • EVE ARDEN • STEVE COCHRAN

FAY Bainter • LIONEL STANDER

Directed by NORMAN Z. McLEOD

Adapted by DON HARTMAN and MELVILLE SHAVELSON

From a Screenplay by GROVER JONES, FRANK BUTLER and RICHARD CONNELL

Based on a Play by LYNN ROOT and HARRY CLOK



# ASTOR, N.Y. APRIL 18th

"The Samuel Goldwyn-Danny Kaye combination has outdone itself . . . Looks certain to bring in top grosses wherever played."

—Variety

"Loaded with pay-off ingredients for a luxury-hungry public and for laugh-hungry audiences."

—M. P. Daily

"Danny Kaye is better than twice before . . . A money-maker of girth and proportion."

—M. P. Herald

"Samuel Goldwyn has rung the bell again . . . A whiz of a show for any theatre anywhere."

—Showmen's Trade Review

"First rate entertainment of top B.O. calibre . . . Danny Kaye again a wow."

—Film Daily

"Solid fun . . . geared for high box-office returns . . . lavish production."

—Daily Variety

"Hilarious Kaye vehicle will prove very popular."

—The Exhibitor

"Sure to do capacity business in all playdates."

—Boxoffice

"Call out the auditors and total up another bonanza."

—The Independent

*and*

WALTER WINCHELL says:  
"Danny Kaye is at his funniest in 'The Kid From Brooklyn'."

LOUELLA O. PARSONS says:  
"I never in my life enjoyed a picture more . . . How much funnier can a picture get?"

JIMMIE FIDLER says:  
"For a fun festival, take the family to see 'The Kid From Brooklyn'."



RELEASED  
THROUGH  
R K O  
RADIO  
PICTURES

# Stiff Rivalry in Financing Pix Forcing Banks to Increase Size Of Loans and Cut Interest Rates

Competition among banks for the privilege of lending their money to indie producers has become so keen that the number of New York institutions, which have been in the field for years, are shying away from indie film loans. They are loath to make them on their own terms, of course, but say they refuse to compete with other banks which are offering terms they feel to be beyond the realm of good business.

Meanwhile, with such outfits as George J. Schaefer's, and Arthur Green's Equality Capital Corp. and Martin Hecht's Interactor Co. moving in to carry pictures from start to finish, pattern of indie financing is seen changing away from the traditional methods developed during the past 10 years. Banks appear definitely slated to take a secondary place in the future to private financing organizations, although plenty of them are still fighting for the business which is considered the safest "as a class" that the banks have.

Conservative New York institutions are objecting to "unsound" terms on two scores. First, they say some banks have been pushing up the proportion of a picture's production cost which they will loan. This has traditionally been 50%. But even one of the most conservative, even the banks admitted this week that it had been forced into the position of loaning up to 60%, because other banks had gone as far as 75% and one even went to 80%.

**Economically Unsound**  
These high percentages are considered unsound, inasmuch as they mean that the bank is providing all of the cash cost of production. The remaining percentages can be taken up by defendants in payoffs by stars, director, etc. They also put the institution in the favored payoff position it is in when it loans only "first cost," with other lenders providing the cushion funds that come in for a later dividend rate.

Second, the high percentage New York bankers is that interest rates are being forced down by the competition. Again, they admit that, in order to get loans, they have had to retreat from traditional standards, so money, they are now accepting 5%. Some banks, they say, have gone as low as 3½%.

The 5% is still considerably higher than ordinary indie rates, but by bringing, but the bankers agree that the headaches and risks of indie production are such that a higher margin is required. They point out that, while a secured loan to Metro for several million dollars can be made in a matter of hours, it takes three to four months and a sack of papers six weeks high to complete a loan to an indie on production.

Banks admit that outfits like Equity and Ideal have all the advantages over them in lending coin. While they are forbidden to put in to become partners in an enterprise which they finance, private companies do just that. They can afford to take greater chances on loans, but they not only get interest on the loan, but a bonus and a slice of the profits.

## Montgomery Draws Deal Chores for 'Lark'

Hollywood, April 16. Robert Montgomery, who recently worked out of the picture "The Woman of My Own," draws a double chore as director and star in "Lady Chatterley's Lovers." It will be his first solo venture as a director, having filled-in previously for a week on "The Way to the Top."

Picture, based on Raymond Chandler's story, starts May 15 at Metro.

## Henried to Screen 'Gynt'

Hollywood, April 16. Paul Henreid's first venture as an indie producer will be the old Busen play, "Peer Gynt," currently in production.

Astor, whose contract with Warner permits him to produce or play the outside picture, has just bought a screen story on the Olsen play, written by Franz Moritz.

## Cite Selznick for 'Rebecca'

The University of Miami has awarded to David O. Selznick a citation for "Rebecca," hailing the film as a "complete masterpiece in motion picture production."

New York University also honored Selznick and "Rebecca" similarly several weeks ago.

## Medicos Denlore Psycho Pix Cycle

The Hollywood trend towards psychiatrists' subjects and neurologists went with a jaundiced eye as a threat to doctor-patient relations. The trend, which has been going on for some time, has now taken the name of the future roused by 20th-Fox's "Shock" and the kind of reception of "Spellbound," the new-dash Independent Citizens' Committee of the Arts, Sciences, and Professions, and the National Institute of the College of Physicians & Surgeons, Columbia University.

The National Institute of the College of Physicians & Surgeons, Columbia University, in a session meeting with warnings issued by a number of psychiatrists, and voice the fear that the public, dependent on Hollywood for information as well as amusement, is getting the wrong slant on the "Shock" genre of films. A number of Kubie's colleagues are expected to attend, ICC officials said, and will speak from the floor.

Warning is still timely, neurologists feel, because many books have recently been published which treat with psychiatry in fiction form. With the film industry's habit of picking up screenable material from the medical profession, the cycle has continued use of psycho material in film. As a consequence, Kubie will be the doctor's first concern in film, without too much invention.

Effectiveness and educational implications of medical films with the public is illustrated by the "Dr. Kildare" series, according to medical opinion.

Medicos view favorably, did more than anything else to convince the public that a doctor's first concern is his patient, the medicos maintain.

## WANGER'S HOLDING CO. FOR ALL HIS PIX UNITS

Hollywood, April 16. Various producing companies of which Walter Wanger is president have been joined together to take greater advantage of the capital gains tax setup in a reorganized outfit labeled Walter Wanger Pictures, Inc. Wanger is likewise proxy of that company.

Coming under WWP are Diana Corp., in which Fritz Lutz, Dudley Nichols and John Bennett are active; EN Corp., partnership of Fred Griggs, for making 16 educational pictures; and Walter Wanger Productions, Inc.

Last-named, which releases through Universal, has just picked up the S. Tappin as v.p. Tappin is readying several story properties for production.

## Gail Russell With Wayne

Hollywood, April 16. John Wayne picked Gail Russell as femme lead in "The Angel and the Outlaw," his first job at Republic in the double role of producer and star.

Picture gets going April 21 at location near Flagstaff, Ariz., with James Edward Grant directing.

## CURTIS 'KILL'

Hollywood, April 16. Michael Curtiz draws the director chore on "Window on Wonderland," his new contract as producer-director with Warner.

Picture, which is being produced by him, whether John Crawford or Rosalind Russell will be, too, to name.

## YOU LOVE I?

By GLEN ALLVINE

Guess which word has been most used in the titles. You're wrong. It's you, which has been used 541 times in the 41,108 titles of features and shorts registered with the Motion Picture Association, according to a tabulation by the Title Bureau.

Other pronouns show among the top 10 title words are 1, 453 times; me, 245; and it, 272. Man, woman, and he, each 240.

The second most-used word is and, appearing 343 times. Little, George, fifth in the list, with 275 entries, and seven, seventh, with 230. What's the most common sentence for 18 months; when, if it has not been used, it goes to the second company to request it.

The entries are close, as on the day Edward VIII, in his abdication speech, referred to "the woman I love." Within the hour, the Title Bureau had applications from five producers. The winner took the one who filed first by telegraph.

Titles, of course, cannot be copyrighted, and the protection given is intra-mural. Self-regulation standards during 1945 with approval of the Motion Picture Association.

"Frontier Fanny," "Ladies of the Night" and "The Hell You Say."

What's the best title?

Statistically computed, in order of most-used words listed in reverse, "Little Man," "Love You."

## Attorney Grant West To Set LeRoy's Deal For 'Little Women' Pic

Arnold Grant, counsel for and president of Mervyn LeRoy's Arrowhead Productions, left New York City last Monday (16) to complete details of the deal under which LeRoy will produce "Little Women" for David O. Selznick. LeRoy had been slated to do "The Fountainhead" for Warner Bros., but Selznick's offer was more attractive.

LeRoy had also been working on "The Robe" for Frank Ross production. But Selznick's offer was shelved because of building restrictions. When Arrowhead checked off the last deal being without completing "Fountainhead" because the strike made it impossible at that time to prepare the necessary legal agreement was reached, despite charges and expenses incurred, that there was no objection existing between the parties.

## L. A. TO N. Y.

Dick Barthelmess  
Dick Barthelmess  
Edward Buzzell  
George Dembo  
Bob Cobb  
Alvin F. Cummings  
George Dembo  
Sylvia Fine  
Eric Friedman  
James A. FitzPatrick  
Evelyn Hamont  
Paul Jones  
John L. M. Kaufman  
Jack Leitcher  
William Loss  
Charles Marshall  
Mickey Reiner  
Adrian Scott  
Charles Sefton  
Helen Shirley  
Sol C. Siegel  
Lester S. Smith  
Lana Turner  
Sydney M. Williams

## N. Y. TO L. A.

Joe Glaser  
Jeanette MacDonald  
Al Margolis  
Richard Mays  
Wally Moody  
Helen Raymond  
Herbert Ross  
Howard Strickling  
Jimmy Stynes

## N. Y. TO LONDON

Eric Allvine  
Mae Conolly  
Y. Frank Freeman  
Jack Hardy  
George McHugh, Jr.  
Torturebre

## LONDON TO N. Y.

Ben Goetz  
Charles Marshall  
PARIS TO N. Y.  
Jack Lawrence  
Michael Morgan

## Hughes Is Wrong

Howard Hughes' attitude on "The Outlaw" and the method of merchandising that freak attraction is wrong. If Hughes is serious about his self-styled film production, he should put good showmanship or good business to disregard an entire industry's precepts in self-regulation.

Hughes' unorthodox selling of one picture must have an invincible effect on the rest of the picture business. That's a thoughtlessness and recklessness that the industry should not allow. It should not take lightly. It's inconceivable and irreconcilable that he would do otherwise. Hughes is no showsterner; he can brush off criticism by, perhaps, wisecracking. "If the public wants my gallop, I'll give it to them," he said. "I'll give them." The gossamer, indies aren't in the same league with Hughes the industrialist, aviator—and film producer.

Grosses on "The Outlaw" certainly indicate he has a "natural" which defies critical capriciousness. The film's boxoffice performance is a 1946 wonder in the trade. But the publicity and film merchandising is a first; total disregard of an industry's earnest attempts for self-regulation are another. And Hughes is wrong in persisting to ignore the trade association whose regulations must be binding for all, else it brooks breaching by others.

The American motion picture industry, periodically beset by interior and exterior forces, which run the gamut from business censorship at home to trade embargos abroad, should not be made further target through a schism within the trade ranks.

Abel.

## MPA's Blast At Howard Hughes' Hot Ads on 'Outlaw' May Be Capitalized By Film's P.A. for Further B.O. Hypo

Motion Picture Association, which has already lashed Howard Hughes' "Outlaw" with enough ammunition to sink a battleship, is now recording grosses throughout the country on "The Outlaw" campaign. The MPA's action this week of having the producer mother, concerned of the industry, is a blow to the MPA's efforts to stop him.

Whether Hughes appears as a director or actor, which run the gamut from business censorship at home to trade embargos abroad, should not be made further target through a schism within the trade ranks.

## Selznick and Goldwyn's Alphonse - Gaston Act As Regards Astor, N.Y.

David O. Selznick's withdrawal of "Spellbound" from the Astor, N. Y., this week to permit Samuel Goldwyn's "Kid From Brooklyn" to go in is a bit of noisome oblige. It is also a capitulation.

Goldwyn, cutting short the run of "Wonder Man" some five months ago to let "Spellbound" take its place, has a five-year deal under which they share the Broadway showcase. They have a clause providing that picture remain in the house as long as they are doing over \$17,000 weekly.

"Spellbound," as was "Wonder Man," was exceeding that figure somewhat, but the producers agreed to pull them nevertheless inasmuch as each had had a substantial run.

## RKO COMMON GOES ON \$1.20 ANNUAL DIVIDEND

RKO directors yesterday (15) placed the common stock on a \$1.20 annual dividend basis after declaring a two-cent cash dividend. B. Oltum, chairman of the company's board, said that the \$1.20 annual dividend will continue as long as business holds at current levels. He pointed to the prosperous condition of the company, citing that the February advance and retirement of the preferred a few months ago placed the common shares in a position to benefit from corporate earnings.

The first 30¢ common dividend is payable on or before July 1, 1946, and the second 30¢ payment will be made July 1 of 1946 of recent June 15.

## Hughes' British Buy-In?

Hollywood, April 16. Howard Hughes is negotiating for the purchase of a film studio near London. The idea of going into British production.

Harry L. Gold, who handles world-wide distribution of Hughes' films, is now arranging details with his boss.

## COL. BUYS TWO RADIO SHOWUNITS FOR 'B' PIX

Screen rights to a pair of radio shows have been purchased by Columbia within the past week. They are "The Blind Spot," written by Barry Perrowe and aired on the "Mole Mystery Theatre" series on NBC; and "Till Death Do Us Part," scripted by Emil Tapperman and heard on the CBS "Inner Sanctum" show.

Each paid approximately \$1,000 each for the one-hour scripts, which will be used as basis for long-haul radio series. "The Blind Spot" is in addition to "The Mystery Theatre" series.

## Par and 2 Bills Renew

Hollywood, April 16. Two Bills, Pete and Thomas, inked a contract to continue producing "The Par and 2 Bills" series for two more years, starting in January. New pictures are a total of eight, with the first, "The Par and 2 Bills," made 35 minutes for Paramount.

Pine-Thomas production unit is a new venture in the Paramount company for young thespians. First picture will take advantage of the young stars. "The Par and 2 Bills" was renewed in which DeForest Kelly and Kay Scott draw starring roles for the first time.

## Selznick's N.Y. TO D.C.

David O. Selznick is presently in Washington vacationing in the city. He is expected to return to New York from the Coast last week and from London on the idea of going into British production.

Selznick will remain in Washington, where he will be in the city, to be in town arranging details with his boss.



# MPAA to Put Hollywood Labor Row in AFL's Lap; Strike Looms

A bid to the American Federation of Labor to forestall the threatened Hollywood studio walk-out by deciding its own jurisdictional disputes and advising the major companies of its decision will be made by the Motion Picture Assn. of America following a board meet slated for today (17). The MPAA executive committee will be called by prez Eric Johnston who hurried in from Washington, it is a late-hour move to head off a strike by Herb Sorrell's Conference of Studio Unions due today. Bryon Price, MPAA executive vicege for the Coast, and board members including major company heads are expected to attend.

Studio strike schedule originally set for Monday (16) was delayed until today by a quickie lunch in the White House and a meeting in Washington with A. G. Hayes, v.p. of Harvey Brown's machinists' union. Postponement was called to allow for better negotiations.

Should the machinists' strike occur, other Sorrell unions such as the International Union of Electrical Workers, the Carpenters, Set Designers and Painters locally, will probably follow suit in exacting strike action authorization. Crux of the issue is a battle between the Cinema Local 1188, International Assn. of Machinists which holds an AFL charter indirectly through the IALM and the International Alliance group, headed by Richard F. Walsh, which was directly chartered by the AFL. Convention in January. Jurisdiction granted by the charters is overlapping.

**Strike Sanctioned**  
Hollywood, April 16. L. P. Lindelof, International presy of the Brotherhood of Painters, said today that he would support any studio, his sanction to strike provided all the other Internationals in Hollywood grant him. Lindelof closed shop and recognition of the agreement between the producers and the union. Lindelof's sanction is first to be re-

## HARVARD REALLY LAMPPOONS PIX STARS

Bozay, April 16. Long-amoudering feud between Hollywood and the Harvard Lampoon seemed set to break out anew when the comic mag today—was the year's "worst actress—June Allyson, Alexis Smith and Joan Crawford, with Van Johnson the worst actor.

"The worst" films named were "Weekend at the Waldorf," "Music for Millions," "This Love of Ours," "The Enchanted Cottage," "Where Do We Go From Here," "Stage Door," "The Anchors Aweigh," "Guest Wife," "She Wouldn't Say Yes" and "Uncle Harry." Last year, March 1945, the magazine singled on as the worst, engaged in long range exorcism, and the year's Anne Sheridan rose to the bait.

Meantime Maureen O'Hara and Bette Williams were chosen for the Lampoon's "worst actress" and will be invited to a banquet held in their post building, May 9 in the famed Lampton. The magazine's "worst actor" acceptance yet, but others in the past have made appearances, among them Ray Bolger, Charles Maxwell and Marjorie Woodworth.

## 20th Goes All-Out For Flying in 'Madeleine'

Hollywood, April 16. All-air transportation for all location trips will be used for the first time by 20th-Fox in the filming of "22 Rue Madeleine," which requires shooting in New York, Boston, Washington, Chicago and Quebec, with New York locations now under consideration.

Cost and crew of 35, headed by Basil Hathaway, will make the trips in a TWA Constellation.

## FitzPatrick Turns To Cliff-Hangers at M-G

Hollywood, April 16. James A. FitzPatrick, travelwriter for Metro during the last 15 years, goes melodic under a new contract with the same studio calling for 6-12 one-reel shorts, to be known as "Famous Music Masters."

First half dozen will be based on the careers of Franz Schubert, Ludwig Beethoven, Franz Liszt, Johann Strauss, Frederic Chopin and George Handel. Pictures will be made in Technicolor, carrying the highest budget of any Metro shorts.

## WB's 20th Anniversary Fete to Accent The Social Note

Following much planning, Warner Bros. and various organizations throughout the country, the celebration will celebrate the 20th anniversary of the talking screen during the coming four months, ending Aug. 6 when the campaign will be climaxed by local celebrations in city centers throughout the country. Canada, England, South America and wherever American films are being shown in Europe.

While WB pioneers of the talking film, originally on disk, have arranged the 20th ann of this development in pictures, the celebration will not be used in any way to promote sales of WB film or obtain exclusive rights in the future. The drive on, meantime, for that purpose but not tied to the sound anniversary party.

Celebration will take the shape of "special programs, designed to highlight the scientific development and cultural contribution of the talking motion picture and to honor the scientists who pioneered it." The drive will continue on an international scale into summer. Special ceremonies in the United States and abroad, will commemorate the important pioneering experiments by

## FILM LOCATION TRIPS FEEL HOUSING CRIMP

Hollywood, April 16. Film companies are discovering that the housing shortage is not confined to Los Angeles. Location troupes are no against the lack of housing in districts far removed from the industrial areas. Les Lerner, sending a company to the South, required several weeks to arrange for board and keep in hotels, motels and private homes. In Arizona, 20th-Fox is figuring on a tent village to accommodate the crew and crew. The same thing goes for the Bugeles Robinson production, "The House of the Living Dead," part of which will be filmed below the Mexican border.

## Robinson's 1st Dualer

Hollywood, April 16. Edward G. Robinson moves in his first double show as star and producer this week in "The Red House," a first feature of Seaton Productions, Inc.

Robinson is associated with Robinson in the new company. Delmar Daves will direct the film, with Lon McCallister, recently released from the Army, as Robinson's costar.

**Jeungmeyer Exits PRC**  
Hollywood, April 16. Jack Jeungmeyer, Jr., former D.M. Varsity mug, has resigned his post of PRC producer, having held the job over a year.

He plans a new affiliation shortly.

# WOODWARD FILMS REVEALS A FACTOR

Story editors are doing a load of teeth-biting at an increasing prevalent studio practice. It's the growing habit of refusing to buy a literary property, no matter how well liked, if one of the various producers on the lot won't volunteer to do the finalization.

Front-office practice of the studios is to send a synopsis of any highly-regarded story around to their various producers. If one of them likes it and wants to do it, the company buys the property. But if all the producers give it a mix as far as, they personally are concerned, studio generally drops the whole idea.

Theory on the practice is that if a producer doesn't like a yarn well enough to volunteer to make it, he won't put any enthusiasm in the production. The story editors' reaction is: "What's the use of so much enthusiasm if it is going to be expended on a story that isn't worth while in the first place?"

What's primarily brought on the story ed's' burn recently has been several cases in which they've given recommendations to a book, got the same reaction from studio execs, but found the company wouldn't buy it because no producer wanted it—only to discover later that some other studio had chased it and scored a big success with it.

Most of the story eds' now try to learn what type of stuff individual producers on the lot go for and slant particular material their way.

## Hersh's Bid For 29 Korda Oldies

Negotiations are now in progress for purchase of reissues for 29 Alexander Korda films by Martin Hersh, presy of Ideal Motion Pictures. The \$500,000 is involved in the deal which would give Ideal permanently all the rights in the 29 films in the U. S. and Canada.

Hersh has no distribution plans if the deal should be consummated. It will turn them over to an established company for release. David E. (Skip) Wehner, formerly of Warner Bros. and United Artists and now head of his own producer representation company, will be associated with Hersh in the deal.

Ideal in the past has limited itself to running oldies production, which it has carried on, on a large scale. Among pictures involved in negotiations with Korda are "Scarlet Pimpernel," "Rembrandt," "Knight Without Arms," "Drums," "Four Feathers," "The Sign of the Cross," "Helen of Troy," "Princess and the Plumber" and "Modern DuBarry."

## True Thompson 50% Into Negro Film Production

True Thompson of Dallas has disposed of interests which he held in several theatres that make up the Hollywood Theatre to develop the first line in production of all-Negro picture in association with Jack and Bert Goldberg of New York who are producers in this field.

He recently completed "Beulah Street," an all-Negro feature in San Antonio which will be sold through Seck, Anne. Enterprises, Inc. The film is based on the script by himself, located in the Pacific. Working title is "Dirty Girl." The picture will be produced by Thompson in Dallas.

McNamee, Jack Goldberg is dickering with Jack Johnson, ex-heavyweight champion, for appearance in a picture on life called "The Fighting Sledgehammer." Johnson is in N. Y. at present on the deal.

# Pix-Petrillo Parleys Look Favorable For Early Settlement' But Today's 'Money Clauses' Will Be Real Test

## Petrillo's Press Pitch

Not only were film company executives and other high executives of eight majors staggered by the demands made by James C. Petrillo, president of the American Federation of Musicians, but they still are swaying a little bit over the unusual precedent set by Petrillo in passing out copies of contractual proposals covering studio to studios before the film gigges knew about it.

Last week when high-ups were assembled to see Petrillo's air demands—the AFM head found himself in the position of having to hand out copies of proposals to go to ground because he had passed out so many in advance of the trade press's knowledge of the story.

Taking particular exception to this procedure was W. C. Michel, v.p. of 20th-Fox.

## 20th-Fox Granted Permish To O.O. Circuit's Books

In the suit of 20th-Fox charging falsification of box-office figures on percentage pictures by the Nelson & Rottenberg companies, operating 11 Brooklyn theatres, the N. Y. Supreme court, yesterday (Tuesday) granted 20th full discovery and inspection of books and records of the companies, plus those of Irving Rottenberg, Nelson and William N. Rottenberg, individual defendants.

Against claim of defendants that 20th-Fox had made a full inspection of books and records over a long period of time, the court ruled that while a partial inspection of books had been made it was apparent from affidavit of plaintiff's auditor that auditing of the books was obstructed and delayed in various ways.

In addition to the suit of 20th, actions against the Nelson and Rottenberg companies embracing the Endicott circuit, still pending in the courts, were brought by Warner Bros. and Loew's also charged falsification of records. Total claimed due by all four companies is \$150,000.

Phillips, Nisenz, Benjamin & Krim represent the plaintiff distributors.

## RAFTERY TO REPORT ON UA PRODUCTION SPACE

Results of his efforts to find studio space for United Artists' producers will be presented to meeting of the board of directors by Edward C. Raftery next Tuesday (22). Board was slated to gather yesterday (Monday), but he was postponed inasmuch as Raftery won't be in New York from the coast on Friday (19).

Raftery is reported from Hollywood to have been unsuccessful in his quest for studio facilities. However, the results of new production deals may be announced following the board meeting. UA distributors, including Grand Screen, have been in Geneva, Switzerland, the past week, will not be at the gathering. Raftery is back in New York until mid-May.

## M-G's Musical 'Pride'

Hollywood, April 16. Arthur Freed will produce the musical version of "Pride and Prejudice," with Judy Garland, for Mirco.

The 1936 stage production by Helen Jerome from the Jane Austen novel was inspired by M-G.

Though discussion of contractual clauses demanded by American Federation of Musicians under a new two-year deal to replace agreement which expired March 31 has not reached those relating to money, following negotiating session on Monday (15) the outlook was reported as "favorable for an early settlement." The going so far, with James C. Petrillo, AFM president ("not difficult to deal with") would suggest that, it's pointed out, Petrillo himself is quoted as having indicated he hoped a deal could be reached by Friday or Saturday of this week.

That possibility hinges not so much on many general conditions but upon the so-called "money clauses" which are slated to come up for discussion late this week when the producer group meets again with Petrillo and his executive assistants. Meanwhile, on Tuesday the producer representatives met among themselves to further analyze the situation. They estimated would increase music bill for eight studios to around \$13,000. June would be around \$10,000, mainly \$5,000,000 and involve minimum of 90 men instead of the 30 to 40 men now employed. In some cases \$1,000 to \$200 weekly, decrease in minutes of recorded music again far with Petrillo's group, it is not impossible that both sides may engage in a stiff battle on money and related clauses.

After the deal yesterday by producer group, further analysis of money demands led to conclusion that the AFM would not accept a raise. However, no counter proposals were set up for presentation to Petrillo tomorrow (Wed.). Producers are not clear on the points and will ask clarification, being told simply they will run, whether a raise or a demand will apply to cover minimum guarantees, and what will be the price of orchestra.

On Monday (15) AFM group (Continued on page 30)

## DISTRIBS SUE WELLMAN FOR FALSE % PIX BOOKS

Youngstown, O., April 16. Eight suits charging Peter M. Wellman with falsification of box-office figures in Youngstown, Girard and Hubbard, O., with reporting false figures to film distributors for percentage pictures, were filed recently in federal court at Cleveland. Separate suits were filed by the Paramount, 20th-Fox, Warner Bros., Universal, United Artists, Columbia and RKO, charging Wellman with falsification of returns on various percentage pictures at his theatres.

The suits charge that Wellman carried out a scheme to furnish the film distributors false grosses on percentage pictures. He would accept less percentage return, to give lower rental terms in future negotiations. The suits claim Wellman furnished certain books and records when the audit was requested, to indicate the distributors were incomplete and did not contain accurate statements.

Actual and punitive damages are sought in each case, together with an injunction against destroying, or otherwise disposing of the books and records.

Attorney Russell G. Mock, counsel for Wellman, said the suits are "a case of a man's word against the checkers of the various companies." Wellman operates the Home, the Girard, the Palace in Youngstown, the Palace in Hubbard, and the New Mock and Wellman theatres in Girard.

Walt Disney's  
HAPPY COMEDY  
MUSICAL  
**Make Mine Music!**



IN  
**TECHNICOLOR**

*Presenting the talents of*  
**BENNY GOODMAN**  
**DINAH SHORE**  
**ANDREWS SISTERS**  
**NELSON EDDY**  
**JERRY COLONNA**  
**ANDY RUSSELL**  
**STERLING HOLLOWAY**  
**THE KING'S MEN**  
**THE PIED PIPERS**

# WORLD PREMIERE ENGAGEMENT BEGINS APR. 20 AT B'WAY's GLOBE THEATRE!



RELEASED  
THROUGH  
K.O.  
RADIO  
THEATRE

## Despite Studio Shortage Majors Don't Favor Prod. Shifting to East

terse form just what the picture  
all about. The screen vehicle  
does this has that much additional  
advantage over competing pro-

# Congratulations

LARRY E. SKIRBALL  
and  
BRUCE MANNING

**On the occasion of your first picture for Universal, we extend our heartiest congratulations for the fine job you turned in on "SO GOES MY LOVE."**

**Everything indicates that "SO GOES MY LOVE" will not only do a fine boxoffice business, but will please the great patronage which it will receive.**

**Everyone says that "SO GOES MY LOVE" is a picture for the entire family. This means that your first hit for Universal will also be the first big family hit in 1946.**

**P.S.**  
Our enthusiasm for "SO GOES MY LOVE" has been translated into the biggest advance selling campaign ever put on a Universal picture.



APRIL							1946
Sun.	Mon.	Tue.	Wed.	Thurs.	Fri.	Sat.	
1	2	3	4	5	6	7	
8	9	10	11	12	13	14	
15	16	17	18	19	20	21	
22	23	24	25	26	27	28	
29	30	..	..	..	..	..	

During the last two weeks of April, more than 23 million people, who like movies, will buy and read one or more magazines which contain a full page advertisement on the fine box-office attraction...

## So Goes My Love

The first of the Jack H. Skirball-Bruce Manning productions for Universal release



This advertisement will appear in LIFE, on April 12; in Good Housekeeping, on April 20.

This advertisement will appear in Woman's Home Companion, on April 19; in Screen Guide, on April 15; in Movie Show, on April 15.



This advertisement will appear in Family Circle, on April 23; in Movies, Movie Life, and Movie Stars Parade, on April 15.

This advertisement will appear in Redbook, on April 26.

This advertisement will appear in Time magazine, on April 22.

This advertisement will appear in the following magazines: Photoplay, on April 18; Modern Screen, on April 15; MovieLand, on May 1; Screenland, on April 15; Silver Screen, on April 15; Motion Picture, on April 25; Movie Story, on April 25.

This advertisement will appear in Look Magazine, on April 16.



### WIRE BREAKS ON FASHION SHOW

A New York Fashion Show with national importance! Two hundred fashion editors and hat buyers assembled in New York to see the picture and to examine and adapt the hats worn by Myrna Loy in "SO GOES MY LOVE".

Three hundred leading milliners and department stores throughout the country will display the resulting fashions, with credit to "SO GOES MY LOVE". The show was covered by the Universal Newsreel and the story broke the national wire services.

### SELLING THROUGH THE AIR



**SOLD THROUGH THE AIR!** A brand new idea in exploitation! Lt. Charles Lockwood, flying a special Aeronca airplane, will deliver prints of "SO GOES MY LOVE" for the press previews in more than twenty key cities. He is front page news wherever he stops. He is material for your Rotary Clubs, Kiwanas, Women's Clubs and your Chambers of Commerce.

More about this later!



### A NATIONAL BROADCAST OVER 236 STATIONS

On Sunday, April 28, more than five million people will hear the "DOUBLE OR NOTHING" radio program in its salute to "SO GOES MY LOVE".

236 stations of the Mutual Broadcasting System will carry this program. Sunday newspapers in more than thirty key cities will run advertisements announcing this program.

### MERCHANDISING TIE-UPS IN YOUR CITY

Merchandising tie-ups which include Mennen Baby Powder, Lipton Tea, world-famous fashion and dress designers will be running national advertising in all the leading magazines of the country...

Many of the tie-ups will be aimed at newspaper advertising timed to your key-city play dates... Leading department stores in your city will get cooperation on special windows in conjunction with these tie-ups.

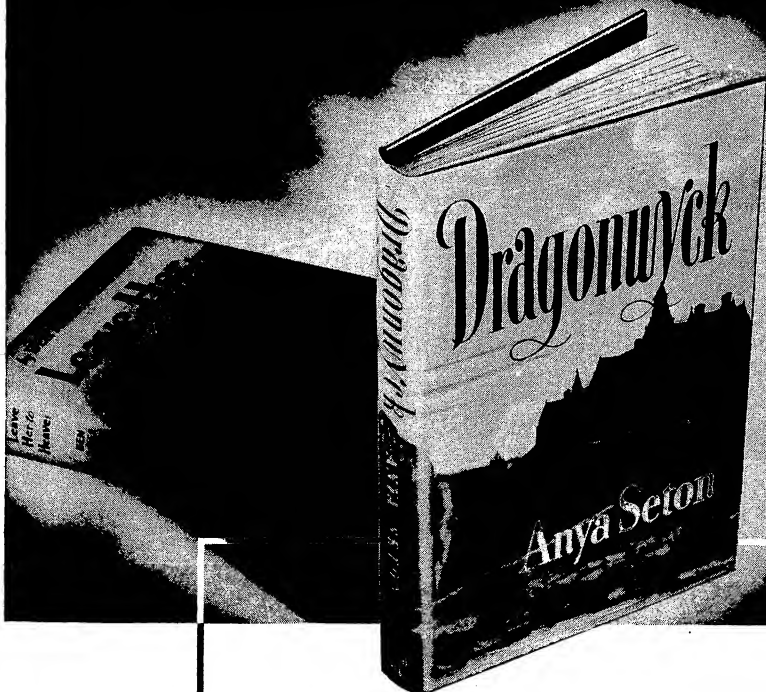


Back up these national breaks with the fine local campaigns you will find in the press book!





OVERSHADOWING 20th's BIGGEST



Darryl F. Zanuck presents

**GENE TIERNEY**

The Star of "Leave Her To Heaven" in

**DRAGONWYCK**

From the Novel by Anya Seton—with

Walter Vincent Glenn  
**HUSTON · PRICE · LANGAN**

Written for the Screen and Directed by  
**JOSEPH L. MANKIEWICZ**

**WORLD PREMIERE ENGAGEMENT**

**ROXY, NEW YORK CITY—NOW!**



Century-Fox best-seller is set to set records Easter Week from coast to coast!





"WILSON"

IN TECHNICOLOR

"THE FIGHTING LADY"

IN TECHNICOLOR

"THUNDERHEAD, Son of Flicka"

IN TECHNICOLOR

"A WALK IN THE SUN"

**FRIDAY**

At the VICTORIA, NEW YORK CITY...  
where such record Broadway crowds  
have thrilled to long-run hits from  
**20th CENTURY-FOX**

**A Yank IN LONDON**



with  
**ANNA NEAGLE · REX HARRISON · DEAN JAGGER · ROBERT MORLEY**

Money Price · Dame Irene Vanburgh · Jane Darwell · Produced and Directed by HERBERT WILCOX



NOW  
PLAYING  
WARNER  
STRAND,  
NEW YORK.  
ATLANTIC CITY  
THE 18th,  
3 HOUSES IN  
L.A. THE 19th!

IDA  
LUPINO  
PAUL  
HENREID  
OLIVIA  
DEHAWILLAND  
SYDNEY  
GREENSTREET  
"DEVOTION"  
NANCY COLEMAN  
ARTHUR KENNEDY  
DAME MAY WHITTY  
VICTOR FRANGEN

Directed by  
CURTIS BERNHARDT · ROBERT BUCKNER  
Produced by  
SCREEN PLAY BY KEITH WINTER  
ORIGINAL STORY BY THEODORE REEVES  
MUSIC BY ERICH WOLFGANG KORNGOLD

"EASTER WEEK" IS  
"CANCER WEEK"  
in theatres

## Film Jurisdictional Trouble Looms Again in Mexico; Shutdown Threat

Mexico City, April 16. — Jurisdictional film trouble loomed again this week when the National Cinematographic Institute (Cineteca Nacional) announced an injunction against the Federal Board of Censorship's ruling favoring the Production Code office. Ruling had fixed the registration of NCIC's five new production units. The board claimed these five loans belonged to its jurisdiction.

The injunction permits NCIC to dominate the film-production setup. However, the Production Workers' union, and possibly the producers themselves, may appeal the whole matter to the supreme court here.

Under existing setup, resulting from the injunction, the film labor situation again is unsettled, with production facing renewed threats of a shutdown.

## Metro's New Int'l Newsreel in High

Metro's new international newsreel, combining straight news coverage with magazine-type feature material, has begun service to Greece and Bulgaria, reaching the United newsreel exhibited in those countries since the war's end. Newsreel, produced in London and dubbed in the language of the country where it's to be screened, is already being shown in Switzerland, Sweden, Italy, Belgium and Poland. Service will also begin this week in Egypt, where the soundtrack will consist of both English and Egyptian. Arabic. Next countries on the agenda are Australia, South Africa and Persia, slated to get their first issues late week.

Howard Heller, assignment editor of News for two years prior to entering the Navy, has been named assistant to George Michie, vice-president of Metro's international division of the reel. Heller will act as general liaison and service man between Metro offices in London and production headquarters in London. He'll also act as Metro's international rep with Metro News in the U. S., selecting material from the domestic reel for the Brazilian and Latin American editions of the reel. Heller will be the U. S. liaison to the Latin American edition of the reel. Heller will continue to be made by the American company but will be an international nonexclusive name as the international reel.

Under original plans for the new reel, Metro's News would be distributed in it both 35m and 16mm prints to all countries except the U. S., Canada and Latin America, which are serviced by News of the Day. Edition for each foreign country will include worldwide coverage, plus special film, shot locally, of interest to the particular country. Incorporated also will be documentary material aimed at providing a more thorough understanding of the world's events.

## See Upeast in Intimate Aussie Theatres When Bldg. Restrictions End

Sydney, April 17. — Wartime building curbs, expected to end this year, will show a trend in theatre construction exclusively in favor of intimate houses with capacities ranging from 1,000 to 1,500 in Aussie cities as well as in the U. S. Applications for building permits currently on file by indie exhibs, show most of them are for small houses. This is explained by the building officials on a rejection of barn-like structures because of terrific overheads, large staffs, and a continual need for smash films to keep out of the red.

Recent surveys here show patrons favor the intimate-type of house, with key men asserting that no more indie theatres will be situated in cities, where in Australia. Some even predict that present detours will wind up as a steady decline in the number of Greater U. S. Theatres is expected to confine its large program to the U. S. plus a few intimate spots.

## 2 U.S. Films Exhibited At Milan Pic Festival

Rome, April 9. — Milan, industrial capital of Italy, has wound up its 15-day film festival. The occasion marked the city's industry's 50th anniversary. There were so many entries that participants had to be selected.

In the field of recent production, the U. S. industry was represented by "Blind Spirit" and "This Happy Breed," both made by Noel Coward. Marcel Carné's "Les Enfants du Paradis" and Jacques Becker's "Goupi-Mai-Rouge" were the French entries, while the Russians contributed "The Ship That Sailed the Terrible" and Michel Lonsky's "Number 27." Italy and Sweden showed "The Ship That Sailed the Terrible" and "Travel" by Mario Soldati and "Him-lassepet" by Rune Lindstrom.

Old films included Charlie Chaplin's "The Kid," "Birth of a Nation," Eisenstein's "Cruiser Potemkin" and Gassman's "Messalina."

The festival programs will be used by the organizing committee to set up in a film library in Milan.

## 'London Town, Ruggles' British Tinter, May Hit New Cost, Talent High

London, April 16. — "London Town," a Technicolor production now shipping to the U. S., is slated to set an all-time record for British musical in cost of budget, number of new picture faces and comedy show girls. Final cost may hit \$3,500,000. The film, directed by Noel Coward, stars, and they're headed by George Black, who played the late George Black in "The Last Days of Pompeii." The film, which has been seen in the U. S., is a cross-country trip to California. Wheeler, who plans to learn something of the American people and their customs for purposes of one of his projected films on this country. He will arrive back in New York on May 15 prior to making a brief return to Switzerland to complete a picture that will be done in New York.

Richard Schweitzer, screenwriter and Leopold Lindtberg, director of "The Last Days of Pompeii," will be in this country May 1 and 7, respectively. Schweitzer will stay here for two or three months to do his script for a picture that will be in production next September. Shooting will be done in New York.

Wheeler's two previous productions, though raised high by the critics, were low-budgeted films compared to Hollywood standards. "The Last Chance" cost him \$125,000 and "The Last Days of Pompeii" cost him \$100,000. Wheeler, who is without counting studio overhead charges, Wheeler's plans for his picture are to make it a modest cost outlay.

## UA's Competitive Bids For Piccadilly, London

London, April 16. — United Artists has run into stiff competition in its efforts to purchase the Piccadilly theatre here.

Both 20th-Fox and J. Arthur Rank are bidding for the house. They are anxious to get it, as the West End's first television theatre.

UA's decision the house is a show-off. The theatre, which is owned by Setnik's "Spoonbowl" to go into it first if deal is closed.

## Two More Mex. Studios Planned For This Year

Mexico City, April 9. — Two more picture studios are planned, one here and the other in Tijuana near the San Diego border. The first is owned by the eight first class studios in Mexico.

The local studio is being readied by the U. S. for the production of the first studio several years ago, and his brother's name. It is scheduled to be ready this summer.

## Aussie Tent Shows Hit

Sydney, April 2. — Chief Secretary of New South Wales W. Budgeley, who controls the entertainment field here, said that there would be no danger to show licenses will be issued for tent shows. Budgeley pointed out that he long has been concerned over this danger. Tent shows have toured New South Wales at all seasons of the year, and it's not been possible to use usual safeguards to protect both public and employees.

He pointed out that the danger of treating materials against fire. Budgeley said. Even license renewals will be refused.

## Govt. Rules on 16m Bar to Wildcat Emb's in Aussie

Sydney, April 1. — Any move by newcomers in the film industry via release of 16mm film is barred by government regulations in any type of hall will be mixed quickly by Aussie government.

A Films Commission spokesman stated. All licenses for the showing of films and applications for new theatres must come approved by the Films Commission. Any 16mm operator who is seen producing admissions must get an okay from the Commission or face a heavy fine under the Theatre and Films Act.

It was suggested recently that several local operators had figured taking 16mm into the suburbs and country zones, playing in opposition to regular exhibs. Government will see that the established 35mm exhibitor is protected from 16mm fly-by-night.

## WECHSLER'S U.S. SURVEY PRIOR TO YANK PROD.

LAZAR WECHSLER, Swiss film producer who arrived in this country last week, left New York Monday (15) on a cross-country trip to California. Wheeler, who plans to learn something of the American people and their customs for purposes of one of his projected films on this country. He will arrive back in New York on May 15 prior to making a brief return to Switzerland to complete a picture that will be done in New York.

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## Legit Boom in Argentina Seen For '46; British Co. With Donat A Prospect

## Madeleine Carroll Set For One British Film

London, April 12. — Madeleine Carroll, new over from Paris where she has been working for the American Red Cross to sign pact with the newly formed Peak Productions, for one film to be made in Switzerland. New company comprises John Ward, chairman; Ivor McLaren, English actor, recently out of Royal Air Force, managing director; Oswald Skilbeck, Bertie Hardman and Dudley Glidwell.

Film already has been written by Lester Young, British writer, with shooting to start in July. Miss Carroll did not confirm that she will marry Henri de Laverain, Frenchman who was with the Free French during the war, as soon as divorced from Sterling Hayden.

## French Politics Seen Favoring \$20,000,000 Riviera Studio Layout

Paris, April 16. — Claiming to help relieve congestion in the Paris area and to increase French production by about 60 pictures a year, government officials are voicing approval of a plan to build a production center on the French Riviera.

Plans include the purchase of 600 acres of land about three miles off the sea at Mougins, near Cannes. It would include construction of 14 sound stages, each with its own usual office improvements. Total cost is placed at about \$20,000,000, with about half supplied by the French government.

Similar attempts have been made in the past by producers and land agents who never succeeded in interesting private capital. The fact that some of the bigger politicians are now in the south and are interested in getting votes there in the forthcoming elections may explain their willingness to get into the zone on the coin which nationalization of banks has made available.

Equipment, badly needed already to modernize Paris studios, would come from, is not revealed.

## 'HERE COME BOYS' GOES OVER IN LONDON BOW

London, April 16. — "Here Come the Boys," topical revue which opened at the Saville, April 11, appears a hit. It was strongly received though needing a little tuning.

Balladist Sam Eyles, who came into the Adelphi, April 9 for a four-week season under patronage of his wife, the Duchess of Devonshire, was given a great reception. Opening was attended by the French ambassador, who has his own Yvonne Yvonne Youthful company from Paris gave four ballets.

"The finished French," which appeared at the St. James April 11, was fairly well received but only a show-off. The show is a revival of a play once 10 years ago.

## Chevalier May Sidestep U.S. for Latin-Am. Trek

Paris, April 12. — Maurice Chevalier will probably follow his American instead of going to Broadway Vaude. Cliff Huxford, who has been in New York, had him skidded to do the second half of a show but does not agree with Chevalier's current idea of making it a one-man show.

Summary of transportation now facilitates giving French talent an American trip. Charles Trent, singer, and Keith Paf, tenor singer, are both due soon in the U. S.

Buenos Aires, April 9. — According to present plans, Argentine shows will have another boom this year, as last, with some overseas importations making their debut in Buenos Aires. Donat, Deane, here from London, is surviving prospects for a company of French players, possibly headed by Robert Donat, who is in English at the Odon theatre. Donat, who has been in Buenos Aires since 1932.

Apart from cosmopolitan Argentine shows, which are being organized, the foreign colonies are really strong enough to make a four-bit big show. Buenos and possibly an Argentine company.

The Deane project was first mulled in London several months back, where it received enthusiastic support from the Argentine Ambassador, Dr. Miguel Angel Canaro. The Deane plans also include bringing over an important British talent to Argentina for the season of British pantomime.

As yet no plans for a French season have been set, but either Comedie Francaise or Vieux Colombier company seem sure.

The Enfoirade, a Rosas company owned at the Astor theatre with a translation of Agatha Christie's "Ten Little Niggers" is among the most important pieces of the year. Most other plays now in preparation are translations of British, Argentine or French hits—a fact which some attribute to the influence of pictures.

Luiza Vechi and Miguel Faust Rocha, both formerly of the National Theatre, are among the most important pieces of the year. Most other plays now in preparation are translations of British, Argentine or French hits—a fact which some attribute to the influence of pictures.

The Society of Argentine Authors and Dramatists Argentina has received a list of 125 new plays, most of which are translations of British, Argentine or French hits—a fact which some attribute to the influence of pictures.

## RAY ROWE NAMED REP. MANAGER IN AUSSIE

Sydney, April 2. — Ray Rowe, who was with 20th-Fox here for years prior to retirement six months ago, has been named domestic rep. for the U. S. and New Zealand zones. Appointment was made by Charles B. Newbery, Newbery's foreign supervisor, now in London.

Newbery has been in Far East on extensive look-see. Republic picture is handled here by British Empire Films, headed by Gordon D. Ellis. Rowe will quit 20th-Fox when Al-Brighton goes over to the U. S. Artists.

## Language-Teaching Pic System Set Up in Italy

Rome, April 6. — It soon will be possible for anyone to learn Italian, French, Spanish or Spanish by just looking at films every day for a couple of weeks. The system, known as "Language Teaching," just tested here, may well revolutionize language teaching, and by spreading the knowledge of foreign peoples' tongues foster international good-will.

The complete course consists of several lessons which vary according to the language. Italian for the American market is being tested. It takes 30 to 60 minutes for German. A film lesson takes one to two hours. It is in two parts, the first, the information, serves to increase the student's vocabulary, while the second contains grammar rules and conversation.

Originator of the method is a Swiss man, who has been working for years in the French and Swiss film industry.

While the system is ready for all major languages, production so far has been limited by shortages of equipment and talent. He plans to go to the U. S. to interest American film men and educators in his project.





Photographed at the  
Hollywood, N. Y.  
one of the two Broadway  
houses devoted exclusively  
to Warner Product.

"EASTER WEEK is CANCER WEEK in theatres!"

GARY INGRID  
COOPER · BERGMAN  
in EDNA FERBER'S  
"SARATOGA TRUNK"  
with FLORA ROBSON

HAL B. WALLIS PRODUCTION • DIRECTED BY SAM WOOD  
SCREEN PLAY BY CAROL ARNOLDSON • FROM THE NOVEL BY EDNA FERBER  
MUSIC BY MAX STEINER





# "The Green Years is a wonderful motion picture!"

(M-G-M of course)

WALTER WINCHELL says so!  
(N.Y. Journal American)

ROSE PELISWICK says so!  
(N.Y. Post)

ARCHER WINSTEN says so!  
(N.Y. Herald Tribune)

HOWARD BARNES says so!  
(N.Y. Times)

EDDIE CANTOR says so!

JUDY GARLAND says so!

ROBERT TAYLOR says so!

LEWIS STONE says so!

MICKEY ROONEY says so!

PETER LAWFORD says so!

SUSAN PETERS says so!

ESTHER WILLIAMS says so!

ROBERT WALKER says so!

LOUELLA PARSONS says so!

ED SULLIVAN says so!

BOSLEY CROWTHER says so!

EARL WILSON says so!

KATE SMITH says so!

KATHRYN GRAYSON says so!

GREGORY PECK says so!

GEORGE MURPHY says so!

JUNE ALLYSON says so!

FRANK SINATRA says so!

ED GARDNER says so!

KAY KYSER says so!

ELIZABETH TAYLOR says so!

EDGAR BERGEN says so!

HEDDA HOPPER says so!

ALTON COOK says so!  
(N.Y. World-Telegram)

KATE CAMERON says so!  
(N.Y. Daily Mirror)

GREER GARSON says so!

LIONEL BARRYMORE says so!

VAN HEFLIN says so!

RED SKELTON says so!

MARGARET O'BRIEN says so!

BOB BURNS says so!

JACK BENNY says so!

BURNS AND ALLEN say so!

LOUIS SOBOL says so!

LEE MORTIMER says so!  
(N.Y. Sun)

EILEEN CREELMAN says so!  
(N.Y. Daily Mirror)

RUDY VALLEE says so!

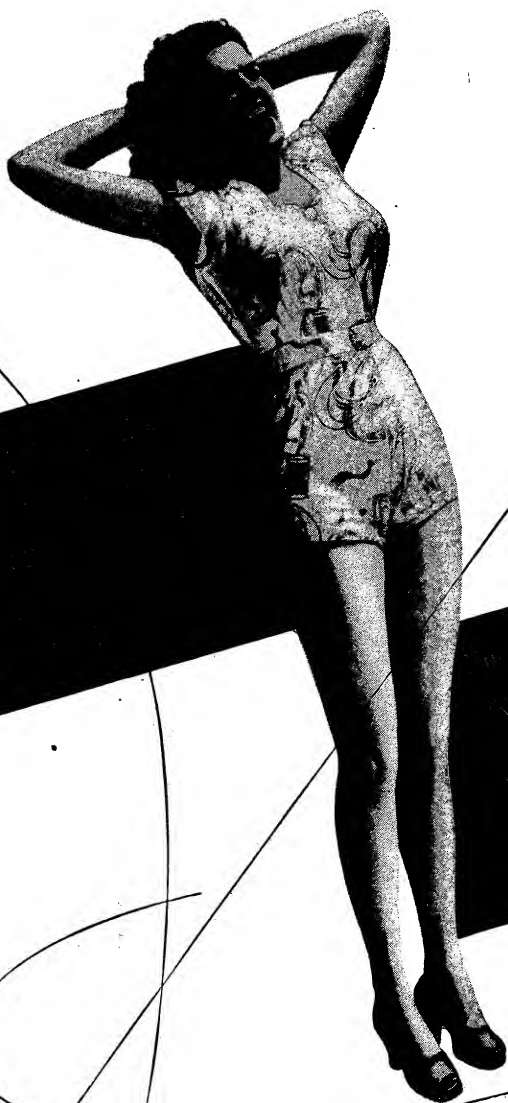
DINAH SHORE says so!

AND PACKED AUDIENCES AT THE RADIO CITY MUSIC HALL WORLD PREMIERE ARE ALSO SAYING IT!

AT PRESS TIME: "The Green Years" breaks M-G-M's own 1st week record in Music Hall history!







Hunt Stromberg presents **JANE RUSSELL** and **LOUIS HAYWARD** in  
**"YOUNG WIDOW"** with Faith Domergue, Kent Taylor, Marie Wilson, Connie Gilchrist and Penny Singleton  
Directed by Edwin L. Marin • Screenplay by Richard Macaulay and Margaret Buell Wilder • Additional Dialogue by Ruth Nardli  
Lee Garmes, A. S. C., Director of Photography • A Hunt Stromberg Production

# Scholastic ROTO

Reaches  
more  
high  
school  
youth  
than any  
other  
teen-age  
publication \*

"A fact recognized with  
advertising by Coca-Cola,  
General Electric, Wheaties,  
General Motors, Amco,  
Westinghouse and many  
others.

PIX BIZ, TOO?  
WHY NOT?

# Scholastic ROTO

A tabloid size rotogravure  
supplement to high school  
newspapers from coast to  
coast—published monthly  
October thru May—more  
than a million circulation.

400 N. MICHIGAN AVE.  
CHICAGO 11, ILL.

PACIFIC COAST:  
NED BYRDONE-JACK

## Vets OK As Ushers To Curb Rowdies

Rochester, N.Y., April 16. Finding ex-servicemen among the worst offenders in causing disturbances in his theatre, manager Jack White of Schenck's Dixie, tried setting up a backbone by hiring veterans as ushers. He found plenty of them working parttime or not at all who were willing to come in two or three nights a week. They not only know the mental attitude of the audience but are equally trained in rough stuff and sometimes have to use it. White reported the result highly effective.

All theatres are still having plenty of trouble, some managers claiming it's getting worse. At the downtown Capitol, neighborhood kids several times started fires outside exit doors in apparent effort to cause stampedes.

### MPA - Hughes

Continued from page 4

bearing, as stated in the letter to him. They have threatened to throw the producer out of the MPA, but no one can quite picture him worried about that.

Strong medicine which is in the board's power to administer is the withdrawal of the Production Code Administration seal from the picture. Terms under which it is granted are that the producer obey all the rules associated with it—which includes advertising, the charge Hughes is up on. However, it is understood that there is no desire to pull the seal. PCA again was granted the film back, removal of some policies, and there've been squawks on the ads and publicity practically ever since. MPA feels it is in a peculiar spot itself for having waited so long if it decides to withdraw the seal.

"The Good Conduct Men?" Taking the PCA good conduct medal from the picture, of course, would prevent practically every major house in the country from playing it. All circuit and most indie theatres subscribe to the code and are not permitted to date mix without a seal.

Among plans that the MPA fears Birdwell has up his sleeve is the issuance to the press of stills used in ads which were objected to and stills of other companies' pictures which were approved. Hughes will claim there's no difference. Whether there is or not, of course, won't matter, the purpose will have been achieved of getting at Jane Russell's conning charms in the papers once again. And if there is a noticeable difference in the stills, that's all the more reason lots of people will want to see the film.

Coup in grace by Hughes and United Artists, which is distributing "The Outlaw," will be success in present efforts to line up a New York opening and plenty of out-of-town engagements to play day-and-night with the publicity resulting from the producer's trial.

Letter to Hughes, signed by Carl E. Milken, secretary of the association, stated, in part: "Your conduct in connection with the advertising exploitation of 'The Outlaw' is in the opinion of the board of directors, constitutes grounds for revocation...for your suspension or expulsion from membership." Advertising for "The Outlaw" specified below and other advertising have been used by you contrary to the standards of fair competition and good taste in advertising adopted by the association. Such advertising was not submitted in accordance with the Code of Advertising prior to its use or if submitted was disapproved, or in the case of your appeal to the president of the association, such advertising was in his opinion objectionable."

Letter listed ads in Salt Lake City Desert News March 13 and 14; Los Angeles Sun, March 21 and 23; Los Angeles Examiner, Daily News and Herald Express and Hollywood Citizen News, March 28 and 29; April 1 and 3; billboards current in Los Angeles; ads furnished to Loew's, Richmond, for use there and photos of 24 sheet used in San Francisco in 1943, published in February issue of Paramount and May issue of Segmag this year.

Members of the MPA board whom Hughes is called upon to face include Barney Balaban, Nate Blumberg, Jack Cohn, Cecil B. DeMille, M. Peter Ratliff, Nicholas M. Schenck, Spyros Skouras and Albert Warner.

## Lowenstein Back to SMPAD

Hollywood, April 16. Norman Lowenstein, recently discharged from the Army after service in New Guinea and the Philippines, is the new business representative for the Society of Motion Picture Art Directors.

Before going to war Lowenstein was a wage economist with the War Labor Board.

## Petrillo Parley

Continued from page 1

agreed that studios could use the same sound track in transferring a picture to 16mm size, while producers agreed to use a library sound track for shorts. Question of their use for trailers and previews remained. In connection with the clause under which it was demanded musicians could be used only on productions wholly owned by the producer, APM agreed to take under consideration offer that it would obtain only when interest in the picture was less than 25% but with reservation musicians would not be farmed out.

Producers agreed to clause that agreement cover services of not only musicians but also bands, featured artists, etc. Also okayed by the studio group was clause under which producers agree to submit all contracts for featured artists for the studio group, but not to the APM, with contracts not becoming effective until approval is granted.

Earlier in the week, seething over APM demands which were labeled as "fantastic producer group," first meeting with Petrillo and his executive board in Pat Casey's New York office Friday afternoon. The Committee representing eight major studios went into the meeting still smarting from the APM ultimatum, and for the record, called them "an insult," adding that "the demands must have been formulated by insane people."

While a member of the APM executive board, exception to the attack, Petrillo is reported to have surprised the producing committee by displaying a very conciliatory attitude, stating that he could see nothing to be gained from a strike and that every effort would be made to reach a deal without interfering with production via walk-out. He appeared as a sign of peace was remote. Petrillo declared that he was interested in doing what he could to better the lot of musicians in the studios, pointing out that for many years the APM did not seek the help of the union. He said that plants such as other unions had. He noted, in this connection, that it was not until two years ago that the clause were guaranteed a minimum amount of employment in studios. Following Petrillo's meeting, production was made that Petrillo had made his demands exceedingly high in the thought that even if he came down a good distance under a compromise, musicians would still be getting a satisfactory deal.

President Roosevelt on occasion of the first anniversary of his death. This is said to have impressed upon those gathered at the meeting. Those attending the negotiating sessions with Petrillo and his executive committee are Barney Balaban, president of Paramount, and Charles Brannan, who is in charge of labor relations at the Par studio. Nicholas M. Schenck, president of Loew's, Nile Blumberg, president of Universal; Ned E. Depue, president of RKO Pictures; W. C. Michel, v.p. of 20th-Fox and Fred Meyer, studio exec over labor matters; Samuel Schneider, v.p. of Warner Bros.; Jack Cohn, v.p. of Columbia; James E. McMahon, secretary of Republic, and Milton Schwarzwald, general manager of the music department at the RKO studio.

Considerable industry comment followed publication last Thursday (11) of an editorial by the N. Y. Times, which read in part:

"Mr. Petrillo's demands on the motion picture industry show that he is determined to hold the championship for high-handedness among labor union leaders." Attacking some major demands, editors went on to say that "in addition, he has thrown in another set of demands which are virtually orders to the motion picture companies on how to run their business—if, indeed, acceptance of these demands would make it possible for them to run their business at all."

## Off-Again-On-Again Chi Theatre-Nitery Bldg. 'Violations' Have All Confused

Chicago, April 16. Chicago is currently in a snarl over ordinance loosely passed two weeks ago by the city council requiring that \$80,000 in license fees be returned to 68 picture theatres, 17 large night clubs, and other business places here because of technical violations of city building, health and fire regulations.

Spots, it was announced after the first hullabaloo raised by the announcement, have to comply by May 6 or close. In the interval, Mayor Edward J. Kelly has the power to veto the new ordinance, although he didn't indicate, when interviewed, that he'll do so.

Kelly did say, however, that wartime shortages of materials have prevented compliance in many cases, and that "we're not going to close places for a triviale." On the other hand, he added, the city would insist that public safety is protected, pointing out that heads of the fire, health and building departments have assured him that violations in all cases are technical, and not "from the heart." If it did turn out to be so, the places would have not been closed long, he said.

Spots last week, as pointed out in Variety last week, have been operating on fee receipts pending issuance of licenses. Among them are 195 storage spots (including two film storage spots), 551 food dispensers, 13 bowling alleys, etc.

### Many Spots Hit

A number of the theatres are owned by Balaban & Katz, Essanay, Jack Kirsch, Van A. Nomikos, Charles & Henry Stern, Harry and Elmer Balaban, etc. Houses are: Acadia, Ace, Adelphi, Alex, Alamo, Austin, Avenue, Bell, Broadway, California, Century, Circle, Commercial, Commodore, Conno, Covent, Douglas, Elmo, Emmett, Empire, Four Star, Gaiety, Gage Park, Globe, Grand, Holly, Jeff, Lake

Shore, Lawndale, Lexington, Lindy, Louis, Lynn, Lyric, Madin, Marshall Square, Metropolitan, Midway, Midwest, Liberty, Music Box, National, Ogden, Ohio, 152 Park, Public, Queen, Ramona, Ridge, Rio, Road, Rockne, Senate, Shore, Standard, Surf, Terraces, Thalia, Twentieth Century, West and White Palace.

Troubles piled on troubles, meanwhile, for the 510 Club, north side city, which, besides being listed by the council, was cited by the collector of internal revenue and closed immediately until the ops, Byron Masal and Henry Weiss, pay up \$18,000 in delinquent federal taxes. Revenue deputies, armed with an order of distraint issued by Nictel D. Campbell, collector, immediately began an assay of the club's assets. Tax delinquency, Campbell said, was discovered in a routine audit of the company's books. An additional several thousand dollars is owed by M&W, he added, for social security and other current taxes.

One spot jumped the gun. It's Colosimo's, operating without a license, which announced it'll close soon for needed repairs, plus remodeling, and will meet all requirements by May 6. They're not saying where they're getting the necessary equipment, but the older guys who've been served notice would like to know—so that they can get their spots in shape too.

## Bassler's June Trio

Hollywood, April 16. Robert Bassler will send three productions into work at 20th-Fox during the first week in June, including "The Homestead," in Technicolor, "The High Window," a mystery yarn, and "Bob, Son of Battle," dog story.

Slated for Autumn starts on the Bassler program are "Party Line" and "Green Grass of Wyoming."

A frustrated eagle, wingsore,  
Will chase Constellations no more  
With one power plant  
He naturally can't  
Compete with a bird that has four

Lockheed Constellations offer greater speed,  
greater comfort, greater safety than any  
transport in service. Regular flights  
New York-Chicago, New York-Hollywood  
on TWA. Overseas via  
Pan American and TWA.  
Call airline on nearest travel agent.

Ask for the  
CONSTELLATION

Lockheed Aircraft Corporation, Burbank, California





*Yes, YOU, MR. EXHIBITOR!*  
*The Answer to Cancer is in your*  
*Easter Week Audience Collection!*



*CANCER IS OUR LAST  
 CAMPAIGN! ITS NEEDS  
 ARE SO URGENT-- SO  
 VITAL -- WON'T YOU  
 PLEASE JOIN 10,000 OTHER  
 THEATRE-MEN IN THE FIGHT?*

*This Ad  
 Sponsored by*

**NATIONAL SCREEN SERVICE**  
PRIDE BODY OF THE INDUSTRY

*Easter Week is Cancer Week in Theatres*





## Local Outlets Seen Harming Trade Giving Brushwood to Live Programs

A plea for more program policing of the radio industry from the inside was made last week by the sales manager of one of the top transcriptions in the country. The scrip firm said that the radio industry has returned from a wide swing around the country where he had signed up plenty of business. But he said, "I saw many a local station, like a tailor—because I found out that what the FCC had to do recently about programming on the local stations was in understatement."

"I visited dozens of local stations," he declared, "where they never pay a thin dime for live programming. Sure they buy our platters. They get them cheaply, enough, at \$3.50 to \$5 apiece. But they wouldn't spend even that much for a local singer, let alone for a store actor and writers are simply out, as far as these stations are concerned."

"While I visited only a few, I saw enough to convince me that the same situation prevails in hundreds of stations—not just in the big cities of 5,000-10,000 watts that are very important in their communities."

The sales manager pointed out:

### Blue Book on Talent

Here's what the FCC said in its programming Blue Book about talent employment on local stations:

"The average local station employed less than one-third of a full time musician, and less than one-fifth of a full time actor. The 415 local stations employed 259 writers full time at an average salary of \$31.67, but employed 409 salesmen at an average of \$68.85. Many of our stations are financially able to employ far larger program staffs than at present."

that his own business would increase in proportion to the increase of live programming on local stations.

"This may seem a little cynical," he said. "But the fact is that, in these short-handed station operators would educate their local sponsors to want better things, alive or transcribed, we would all be the gainers."

"But they do the reverse in too many instances. They have local advertisers under no obligation believing that they should pay only for time—while talent, if any, could be bought for a five-dollar bill or less."

### \$24 a Week for Musicians

"The only people on the talent side who have any money are the local musicians, because Petrillo has them organized almost in every town."

"However, even these local musicians don't make any money out of radio on these local stations. In one city, I looked into the musician situation carefully. The station general manager squeaked and called Petrillo all kinds of names because he had to pay 11 musicians \$24 an hour for doing nothing. I found out that the musicians got \$12 an hour—but for only 12 hours a week, which make the grand sum of \$24 for a musician in a week. And some of these musicians are good. If they didn't eke out their existence (Continued on page 46)

### Lou Meltzer to Allen Show

Lou Meltzer has checked out the Hildegarde show as writer to join the scripting staff of the Fred Allen-Standard Brands show. Allen is trying out a series of writers to bolster the staff next season.

Nat Niken continues as head writer for Allen.

### Godfrey Tilted In CBS A.M. Bid

CBS has entered the 11-11:30 a.m. network sweethearts for audience share. It is selling Arthur Godfrey against ABC's "Breakfast in Hollywood" and NBC's "Red Waring

Original plan was to drop the Godfrey network program, currently heard in the 9-10 a.m. slot, and sell the program. But under the revised sketch, Godfrey moves over into the later segment in April '47. This means that the brace of serials, "Amazons" and "Second Husband," is going off.

Godfrey's show, which includes, including the late David L. Lasker, Marshall Young, Hank Sylvester, etc. Previous plan to spot Danny O'Neil, a 401 store actor, was scrapped, with possibility that O'Neil may take over a half-hour of the time being vacated by Godfrey.

CBS' MORTON TO N. Y. FOR INDOCTRINATION

Ernest Morton, appointed by veepee Davidson Taylor as Hollywood radio CBS programming, being brought to New York for an indoctrination period.

Appointment of Morton lies in with programming type, both on eastern, and Coast-originating shows. With the "Columbia Workshop" moving into a Sunday afternoon slot, permitting for a coast-to-coast hookup, and some Hollywood-terminating shows, Morton will wrap up talent, etc., in addition to coordinating the network's whole Coast program.

"Workshop," incidentally, will present for its initial Sunday presentation (April 21) a new comedy story by a radio unknown, Howard Rodman, John Dietz will direct.

### Nebraska Outfit Buys WDGY for \$301,000

Lincoln, Neb., April 16.

Price of \$301,000 was quoted on the purchase of WDGY, Minneapolis, by the Stuart Investment Co. here.

Permission for transfer of the station was granted by the FCC to the company's subsidiary, Twin Cities Broadcasting Corp., Minneapolis. WDGY was formerly owned and operated by George W. Young, and is the oldest commercial radio station in the Midwest.

Officers of the Twin Cities Broadcasting Corp. are: Charles T. Stuart, president; James Stuart, vice president and secretary; Albert A. Koening, vice-president and treasurer; Gordon Young and Melvin Drake, vice-presidents; Lee Rankin, asst. secretary; and Max Beghtol asst. treasurer.

### MBS Sets Donald Critt Show for Vicks Hiatus

Mutual has lined up a new show as summer replacement. "The Bank," Vicksi-sponsored program which bowed last Saturday (13) will be replaced by "The Bank." "Jonathan Thimble," a family period comic (1905) starring Donald Critt, will run May 4, with Tony Stanford producing and Mort Lewis scripting.

Mutual will also open Saturday (20 and 27) with a family family, "Hi-Pop," spotting it twice as a showcase. If show gets a good reception, Mutual will run it further as a regular series. Herb Rice is producer and Deau Corbin, scripter.



12th Year!  
**LES WEELEANS**  
KLTZ MUSICAL DIRECTOR  
More live talent musical programs originate with KLTZ than with any other Denver station.

### Indie to Press For More Space Than Webs a UN

Networks' comparative disinterest in broadcasting United Nations programs has been the target for vizi-ous attacks by liberal and labor groups, has been dropped by WIBC, local indie.

A spokesman for the station said the show has been cancelled because of "other commitments." WIBC is carrying the entire lineup schedule of A's and Phils and many of the games are scheduled for Tuesday evening. It was pointed out.

WIBC had taken the Clute program after WIP, Philly Mutual outlet, had turned it down. The contract had about another year to run. A letter of cancellation was sent to Mutual over the weekend.

Ben Argente, Clute's former Ambassador to Russia, has been rolled by State Dept. brass to do some polite lobbying for them. Har-olde's "The Clute" press release points. He is pointing out that BBC spends about \$500,000 a year to let the U.S. have the rights to the program. And he wants the U.S. to talk back to the Russians via radio.

Clute's sponsor, the National Economic Council, has also come in for its share of the rap from the ICC, unions and other groups. Bulk of the protests to the stations, however, have come from individuals.

### AMECHE VEE VALLEE FOR NEW P&G SERIES

Hollywood, April 16.

Procter & Gamble have projected Don Ameche to head up a situation comedy series in the Rudy Vallee spot starting August 27.

Gil Ralston, head of nighttime radio for P. & G. and Jim Wright of Kaskas, are lining up the new elements of the half-hour stanza.

Vallee was dropped because of ratings. Procter & Gamble want to cooperate with him on production.

### N.Y.'s Chief Lady Cop Slated for New Show

Switch on the "Gangbusters" pact of ex-N. Y. Police Commissioner Lewis J. Valentine as narrator-supervisor for the ABC show "The Chief Lady Cop," which goes through May 15.

John McCormick, who the past year headed the police department, Republican National Committee, has returned to the NBC central division. He succeeds the late Eugene M. Hoge, recently promoted to asst. manager of the department.

McCormick resigned from the sales department in 1945, directed radio activities of the GNP, followed by a year with both NBC and the old CBS network.

### OLIN'S EXIT FOR OWN STATION

Buff W. Olin, Jr., exits May 1 as manager of WJAB to build and operate a station in Miami, Fla. New station, to be built by W. Ray, Bridgeport radio engineer, will be a CBS link.

## U.S. X Plans Russian Broadcasts of Congress Shells But the Dough

Washington, April 16.

The State Dept. is planning to start shortwave broadcasts in the Russian language and is studying the plan as one of its arguments for restoration of a \$900,000 slash made last year by the House Appropriations Committee last week.

In addition, the government radio outfit, under Asst. Sec. of State William L. Clayton, is planning to cut radio programs of direct aid to other American industries, and is making of the plan, too, an argument for more money.

As the budget stands now, with full House approval not yet voted, \$100,000 of the \$1,000,000 year for \$180,000. In making the cut, the House Appropriations Committee criticized the State Dept.'s book publication. But everyone knew the slash was aimed at shortwave radio.

The government radio program would have to be cut at least two-thirds if the budget reduction stands. There are a number of other cuts, the full sum, or most of it, may be eliminated by the Senate. That was always the way it happened when OWI budgets were under consideration. They would be cut by the House and put back by the upper chamber.

But the State Dept. is taking no chances. It is planning to send Ambassador to Russia, has been rolled by State Dept. brass to do some polite lobbying for them. Har-olde's "The Clute" press release points. He is pointing out that BBC spends about \$500,000 a year to let the U.S. have the rights to the program. And he wants the U.S. to talk back to the Russians via radio.

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### WB, Stars Tie-in Is Tighter Now

KFWB, Los Angeles, started taking a feed from WMCB, New York, last week (10) on Frank Kingdon's Wednesday night shift, 10 p.m. to 11 p.m., thus tying the two "net" between the Warner Bros. outfit in the west and the National Mutual in the east.

The WB station had already got to know Kingdon's voice through WJAB, a radio department, National Security Council member. On these sessions, Kingdon makes some of his best work. In addition, he has foreign-language translations are on the air. The West Coast station, meanwhile, has been on the air the new Henry Morgenthau, Jr., gambet, Wednesdays at 10:15 p.m. In addition, he has a worth of telephone hookup for Morgenthau, it threw Kingdon into the

Kingdon is now open for sponsorship on the Coast, as is Morgenthau. Former now has a total of five outlets. In addition, he has a worth across the board, with a Wednesday evening to KFWB, he is on WKYC, Detroit, WJAB, New York, and WOR (Mutual flagship in N. Y.) Sunday mornings.

## Coca-Colayes Radio Luxembourg

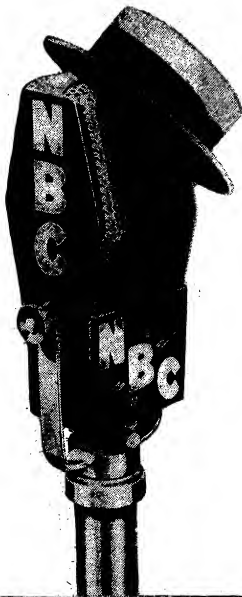
McCann-Erickson agency, which handles the Coca-Cola foreign account, and MCA are currently whipping up a deal which would split the \$24 flat in the first time commercial show on the European continent.

Deal Jella, Jean Gibson will be spotted on Radio Luxembourg in a transcribed show aimed for markets in England and on the Continent. The deal is being handled by MCA and Radio Andorra will be the top commercial European outlets.

Gibson has just opened a four-week engagement at the ABC theatre in Paris, after which he begins at engagement at the Moulin Rouge in Monte Carlo. He'll follow that up, according to present plans, with his initial batch of transcriptions for Coca-Cola.



# It happened on NBC



## It's Beginning

**OCTOBER 7, 1941**

*"Red Skelton and Company" made its debut on NBC under the sponsorship of the Brown and Williamson Tobacco Corporation, selling Raleigh Cigarettes. Red leaped to immediate fame among NBC's top comedians.*

**JANUARY, 1943**

*Red won his all-time peak Hooper rating of 40.7 (exclusive of Eastern area\*). By this time he was also famous as a motion picture star, appearing in many Metro-Goldwyn-Mayer productions.*

\*On the present basis of computed ratings in the Eastern Time Zone, this is equal to a 32.4 rating.

● Red Skelton's heritage of humor is rich. His father, who died before Red was born, was a famous Hagenbeck and Wallace circus clown. His mother, too, was in show business. When he was ten years old, Red joined a medicine show at \$1.00 a week. The next few years were spent with wandering stock companies and minstrel shows. At fourteen Red was playing on a showboat, up and down the Ohio and Mississippi. Then came a period of clown-

ing with the circus that remembered his father a generation before. At sixteen, Red won new fame as the nation's youngest burlesque comedian. A veteran with ten years of hard knocks and experience behind him, Red was 23 when he was first heard on NBC—on the Rudy Vallee show in 1936.

If Mark Twain and Horatio Alger had ever collaborated in writing a book they might easily have produced

**AMERICA'S NO. 1 NETWORK**



*(The Story of Red Skelton)* NO. 11 OF A SERIES

Late

**JUNE, 1944**

*Like many other radio favorites, Red was inducted into the Army. Already he had played more than one thousand military engagements. During his eighteen months in the Army, Red worked ceaselessly—entertaining troops in Africa and Italy.*

**DECEMBER, 1945**

*After being hospitalized because of overwork, Red was honorably discharged from the Army. He returned to NBC in his present series with the same sponsor, same product, and same Tuesday night time. His millions of loyal listeners welcomed him back with a 24.8 Hooper rating—the highest first-time Hooper rating ever recorded. This immediately put him in third place among all Hooper-rated programs.*



a best-seller that would parallel the real life story of Red Skelton. Red's Clem Kadiddlehopper, Willie Lump Lump and Junior, the "mean widdle kid," bring to modern radio a rich, earthy fun that stems directly from those earlier and typically American institutions, the minstrel and medicine shows, the showboat and the circus.

Red's most famous line, "I dood it," was the slogan of

many an American fighting unit during the war. General Doolittle's Tokyo raid was headlined by an American newspaper: "Doolittle Dood It."

To reach maturity, the native American talent of Red Skelton required the greatest and widest possible American audience. It found just that on NBC, with its superlative facilities, its vast listening audience, and the friendly association of other great shows heard on NBC.



... the National Broadcasting Company



# The TRUTH About TELEVISION

**W**ITH the opening on April 15th of Du Mont's John Wanamaker Studios in New York, Commercial Television became a full-fledged reality. It is fitting, therefore, that I thank my associates and friends in the television and electronics fields for the help which they have given us during the past fifteen years, from the days of our earliest television pioneering.

*Today, black and white television of magnificent quality is a reality—ininitely better than prewar television.*

Clever propaganda has spread the notion that there are two television camps: one for and one against color. This is deliberate misrepresentation. No one is opposed to color. For many years the majority of the industry has been deep in television color research.

But, after fifteen years of concentrated effort in this field, to which I have dedicated my life, I must state reluctantly, but unequivocally, that practical commercial color television for the home is, in my opinion, still in the far distant future.

The layman in his eagerness for Utopia may be dazzled by color demonstrations, but the informed, sincere scientist is not convinced by dramatically staged and carefully controlled laboratory demonstrations of any new art. It is a far cry from the successful laboratory experiment to the practical, useful product for the consumer.

Color is desirable but its importance has been over-emphasized. For instance, after 30 years of color motion pictures, less than 6 percent of today's motion pictures are in color.

Evidence of Du Mont's unqualified faith in black and white television and the commercial standards established



DR. ALLEN B. DU MONT, President  
Allen B. Du Mont Laboratories, Inc.

by the Federal Communications Commission is manifested in our investments in research, television stations, and in manufacturing facilities for receiver and transmitting equipment.

We believe that diligent research and exhaustive field experimentation in the years to come will add color television as a further refinement to an already existing public service of unprecedented value. Du Mont believes in the future of color television and we will devote our efforts to develop this refinement just as we have applied ourselves over the years to the creation of superior black and white television.

Practical color television for the public is not yet in sight.  
*Black and white television is ready to serve the nation now!*

*Allen B. Du Mont*

**NOTE:** If you are interested in studying the numerous technical difficulties that must be overcome before color television is ready for the public, please request a copy of our booklet, "The Truth about Color Television," now in preparation. Address: Dr. Allen B. Du Mont, 2 Main Avenue, Passaic, N. J.

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**DU MONT**

*Engineering Electronics and Telecommunications*

## From the Production Centres

### IN NEW YORK CITY . . .

Alan Sargal, of the American Forces Network, due in New York this week. Sgt. Al Lewin also set for discharge from AFN and return to Hollywood, where he wrote comedy for original *Charlie Chaplin*, etc. Bing Crosby and Bob Hope to team up for *Peppermint* for two half-hour weekly shows as a unit in the Paramount pact. A wonderful idea but "taint so," says NBC. . . Arthur Hensley has authored "The Guide to Radio Writing." . . Rep. Cate Boothe Luce and Father O'Donnell, Notre Dame prexy, will be speakers at special tribute paid to the 300 Notre Dame students lost in World War II, over Mutual web on 12, 11:15 p.m.

George L. Moskovic, CBS television's commercial manager, slated to discuss "Developments in Television" before the luncheon meeting of Advertising Men's post, American Legion, Monday (22) at the Hotel Lexington, N. Y. . . Ray Krenner, radio director of Lambert & Peaseley agency, to Coast for look-see at "Quiz of Two Cities" and "Billie Burke Show." . . Lanny and Ginger Gray have recorded 312 open-end transcriptions for NBC recording division. They are also preparing a new cross-the-board series featuring "Sing-a-Sentence." . . William F. Fairbanks, formerly account executive with CBS, prior to that, promotion director at NBC, added to Mutual's sales staff. . . Jerry Greene, formerly CBS, joined Mutual's promotion staff. . . Frederick Bethel, who produced and directed "Powder Box Theatre," currently vacationing in Hollywood and San Francisco.

Radio actor Arthur King, who started doing metal sculpture while in Merchant Marine, to start solo exhibition at Roko galleries. . . Larry Marks and Bill Mantel now writing *Alice Young* show (ABC). . . Francis Cardinal Spellman will read his original poem, "Resurrection," on Mutual net Easter Sunday, 7 p.m. . . Another Mutual exclusive will have Frank Sinatra and Bob Hope on net Friday (18) in behalf of the Cancer drive, along with Ginny Simms, Jimmy Cagney, Lew Ayres and Perry Como, from 11:30 p.m. to 12:30 a.m. . . Cornwall Jackson and Lorena Barker in from Hollywood for J. Walter Thompson Agency. . . Howard Worden, ex-Y. and R., added to expanded list of N. Y. U. Summer Workshop speakers. . . Ruben Chase, former MBS announcer, now doing emcee chores on

WCMA's "Shoot the Works" Monday nights. . . Phil Davis and Marge Kerr have two new transcription series in works, "Operators Please" and "My Ideal." Both, with accent on humor, are slated for future trade. . . Terence Keane and Helene Dunas to "David Harum" and "The Romance of Helen Trent" players respectively.

Artistic added in record of CBS' "Valiant Lady" . . . Gene Hamilton doing Paramount newscasts in addition to regular ABC programs and Army training film narrations. . . Court Bessie, known to Canadian listeners, will appear on CBS' "The New Musical Comedy." . . Not Wort in his wife, Grace Matthews, also made her U. S. bow on same show. . . More Amsterdam, co-emcee WHN's "Gloom Dodgers," will have his "Vivian" show next week with Crown Records. . . Daughter born to the Edmund Andersons, Artie is producer of "Gloom Dodgers" on WIN and writer and producer of Xavier Cogoli Coca-Cola show on Mutual. . . Marilyn Carter, who has been doing "For Children Only" on CBS, will appear on WIN, in a huddle with Toby Ruby, daughter of songwriter Harry Ruby and Chico Marx's daughter, Maxine, re production of radio serial about trials and tribulations of three young girls trying to break Hollywood. . .

### IN HOLLYWOOD . . .

Kay Kyser cut a record last week to show G. W. Hill how College of Musical Knowledge need need in 30 minutes "showing time." . . Not Wort in New York on the trail of a sale for the "Ringling Bros." . . There's talk around that the Ford clan would like to unload Bob Crosby for something. . . Hoffa, Hoffa and Ryan bought a half-hour audience participation strip on the CBS Coast web for American Home Products. . . George Zachary announced to get straightened out on the Ford summit. . . Richmond Reporter, oldest newspaper in the country, will have newscast in radio, starts its 18th year next week with fewer missuses during the war than any other program. . . Certain comic cut a record of his own show for an inter never get on the air. . . The New York Times Network took one look at the gypsy script and related to extent of furnishing a studio, but with the proviso it would never be given air time. . . The New York Times Network took one look at the gypsy script and related to extent of furnishing a studio, but with the proviso it would never be given air time.

12th year on the air and going stronger than ever. The virtue of clean home comedy is its own reward. . . Jim McFadden (McKee & Albright) and "The Benjie" (Benjie) are in line of options. . . The New York Times Network took one look at the gypsy script and related to extent of furnishing a studio, but with the proviso it would never be given air time.

Undertone Bob Hope will ease gradually into a situation comedy format next season and the writing battle will get a reshuffle. Frances Langford will be gone and Vera Vague come back. . . James Moorhead's comedy record on NBC getting overhauling. . . Fritz Bolls, who has a flush in his radio story to Columbia Pictures, making his home here. So is Lynn Murray, and the list keeps coming. . . Jimmy Saphier pitching to Mutual. . . The New York Times Network took one look at the gypsy script and related to extent of furnishing a studio, but with the proviso it would never be given air time. . . Last week's Dinah Shore script was contributed by Harry Von Zell, with a polishing job by the writing staff. . . Clarence Mesner and Russell Robinson headed for home after fortnight leave on programming parleys. . . Jack Douglas snatched one in on the CBS censor when the Duran-Moore script sandwiched only the word "symphony" between June and Russell ("The Out, Oh, Lawdy"). . . Several times when the CBS censor was used the drummer bowed twice after Jane and before Russell. . . Tricky bit and caught the blue-pearler late after. . . NBC's Alex Robb back on desk after eight weeks' illness. . . Films dealing with mental patients will be adapted for the dog day stanzas in the "This Is My Best" time. . . If Ken Dolan is successful in selling "The Folks on Fourth Street" (takeoff on "Beulah"), the lead will go to Helen Broderick. . . Jimmy Saphier will do the blurb on the new Tony Martin session for Boulogne. . . "Jonathan Trimbale, Esquire," a Mort Lewis comedy produced by Tony Stanford, goes nationwide over NBC starting next week. . . The New York Times Network took one look at the gypsy script and related to extent of furnishing a studio, but with the proviso it would never be given air time.

### IN CHICAGO

Robert L. Swatts in from New York to take "Mac" McGehee's spot as manager of Radio Advertising Co.'s Chi. office. . . "Chick" Showman arrived last week to assume duties as vicepres in charge of NBC central office. . . Clair McCollough, general manager of the Massillon, Ohio, radio station, is in Chi this week for consumption of some hush-hush deals. . . Cedric Froese presented his Friday (12) broadcast from Chi Mutual studios as window to top. . . Duke Ellington airing from Chi Mutual studios on NBC's "Pan Alley" show. . . WIND preened new "Baseball Quiz" show Monday (15) under sponsorship of local clothiers through Kuttner & Kuttner. . . Homer Reynolds, ABC emcee, recently came to Chicago. . . "Watch For the Time," to be published soon. . . "Hi Neighbor," WBMB and quiz show, moving from the 2:15-2:30 p.m. slot to a half-hour morning slot on April 22, 19 to 10 a.m.

Gene Autry to air regular Sunday afternoon show from WBMB-CBS. . . Information, April 21, May 12, 19, 26. . . James T. Kelley, former general manager of Radio Advertising Corp. and account exec with Knox-Reeve agency, has joined Earl Ludwig & Co. as account exec. . . "Tuna and Walnuts" moving to 10:30-11 a.m. slot on April 29. . . Rep. Walter H. Kidd of Minnesota spoke at WGNB (FM) Palm Sunday service. . . "Junk out the Navy," B. D. Fisher, formerly with Young & Rubicam, and Aubrey. . . Moore & Wallace, joins Earl Ludwig Co. as radio copywriter.

Walter Preston, WBMB program director, will be in Chicago, farm director, to New York Monday (15), to join Les Atkins, vicepres in charge of CBS central division, and Frank Falkner, general manager of the CBS western office. . . Joe R. Stauffer, program manager of N. W. Ayer in Chi for hush-hush deals with Don Roberts, CBS western sales manager, on Wayne Young and Religion" on the ABC "Teen Town" show. . . "Hi Neighbor," WBMB and quiz show, moving from the 2:15-2:30 p.m. slot to a half-hour morning slot on April 22, 19 to 10 a.m.

### ARLENE FRANCIS SLEUTH SHOW FOR WEINTRAUB?

Weintraub agency has initial priority on the new Arlene Francis package that's just been whipped together by MAC. Half-hour show will be produced by Miss Francis and sleuth. It reportedly a \$4,000 package aimed for a nighttime year-round slot, rather than a summer replacement.

Joel Hammill and Bernie Galey have just returned to the MCA radio, with an overall assist by Marty Goodman, of the MCA radio crew.

Bessie, George Crowell, WOP announcer, returned to his announcing post at the station this week following four years of army service.

### Gillingham Returning To Info Post With FCC

Washington, April 16. . . Lt. Col. George Gillingham will return to his old job as Director of Information at FCC early in May, he told Variety this week. . . Minderman, interim chief, will stay on at the Commission for the time being to write FCC's new strategy. . . Gillingham said his first order of business at FCC will be to meet with press to shape up ways and means to improve handling of FCC requests, now being turned out in unprecedented volume at all hours of the day and night.

San Antonio. . . Tommy Reynolds, following his discharge from the Army, has returned to his post as chief announcer of KABC.

### Bluenoses Took Hiatus

### On 'Interlude' Morals, Could Breathe Easier

Theatre Guild's radio dept. is breathing easier now that the proposed airing of "Returns Interlude" is over and the returns are in. . . Lack of blue-pending of the ticklish theme in Arthur Arens' adaptation raised apprehension over blue-nose reaction, but only one letter in thousands received raised a storm on the moral angle.

Technically, the shortcomings evident in the Part I handling of the "sides," the rasping effect and unusual whistling, were overcome in Part II by resorting to the most obvious expedient, the stage whisper, and doing away with the personal filter. General impression is that, dramatically, the O'Neill play was as well as treated, and the performance by Lynn Fontaine, Walter Abel and Alfred Sutherland in key roles was top.

### Ben Miller to NAB

Washington, April 16. Ben Miller, recently with War Dept. Radio Division and before the war on the staff of several southern stations, moves in at NAB this week, as assistant in charge of "Public Issues Discussions."

He will aid Charles Batson, newly appointed director of NAB Information Service, in the place of former head of NAB's news bureau is resigning.

### TEEN TIME TOPICS

WHBC, high school senior, air the news of Canton's 5 high schools to an eager audience of teenagers who post WHBC for the "1400" live afternoon each week. By including such high-interest local features with each day's schedule helps WHBC's "Special News" program. . . "Keeps meat" radio in the "City That Always Busy" trend to WHBC. . . "Writes for the Canton Survey."

YOU CAN'T MISS IN CANTON, OHIO 1000 WATT **whbc** THE LARGEST STATION MARKET IN THE STATE! Reproduced by BURN-SMITH Co.

## VARIETY'S

### "How to run a radio station" award

#### SUSTAINING PROGRAMMING

With its staff of over 100 skilled artisans, KMBC recognizes that many community interests make up the Heart of America was 15th anniversary in programming such as Monday thru Friday "Big Brother Club" quarters-hour with good citizens installed in over 30,000 youthful members; "KMB's Schoolhouse" series of five quarter-hours weekly for all grade groups, supplementing CBS' "School of the Air"—16 years on KMBC, special events and sports underlines remoteness as occasions demand, etc.

### testifies on eve of KMBC's 25th year

#### LOCAL LIVE SHOWS

Though a basic affiliate of CBS, over 40 live programs originate daily from KMBC's studios and remote points—such as the midwestern top radio—stage, The Bruin Creek feller, now in its 9th successful season, three times daily from KMBC's own developments "Service Farm" newscasts daily by experienced (all Journalism graduates) newscasters, pioneer radio food shows by graduate home economists, etc.

### as to one broadcaster (among many, we'd

#### "PUBLIC ISSUES DISCUSSIONS"

KMBC programming goes one step further, long since recognizing that the Heart of America is 5% urban and 45% rural, in addition to regular "Public Issues Discussions" of primary metropolitan interest—such as the CBS "People's Platform" and "Open Hearing," scheduled in preferred time, as well as KMBC's own weekly round-table half-hour—the farm department produces at 9 p.m. Fridays a half-hour of purely rural discussion entitled "County Neighbor."

### say!) serving in the public interest.

**KMBC-FM** **KMBC** **OF KANSAS CITY** **Five & Patter, Inc.** **SINCE 1928—THE BASIC CBS STATION FOR MISSOURI AND KANSAS**

## Radio and Tele Sets Still Scarce As Nylons Despite Press Ad Campaign

With radio and television manufacturers devoting full-page spreads in the nation's newspapers and magazines to glowing descriptions of their new sets, the scarcity of new radio and video receivers on the shelves continues to plague the long-availing public. Manufacturers offer plenty of reasons for the hold-back production, but the old problems of reconversion and a scarcity of component parts remain uppermost.

While it would be easy to blame the OPA for stymieing production, according to one manufacturing executive, the Government agency cannot be accused in this instance since it has acted rapidly in most cases when a price grant has applied for a price grant. OPA has held down the ceiling price on components, however, forcing the parts manufacturers into production of other commodities, which serves to hold back production of finished radio and television sets.

It also outruns, the manufacturer declared, that most companies manufacturing both radio and television receivers are holding back production of video receivers, for a market is still being built up for getting full speed on radio sets. Production of the latter represents a pinch in reconversion, including retooling of the plants, etc., whereas the manufacture of video receivers is a comparatively new process for which production methods must first be established before the sets can start rolling off a line.

It's also pointed out that the manufacturers must furnish display models to their thousands of distributors throughout the country, a large enough factor in itself to take up the first several weeks' supply. Manufacturer declared that most companies frown on the distributor's habit of taking orders for sets with promises of future delivery, pointing out that the customer is too often disappointed when his receiver doesn't appear on time.

Said customer, meanwhile, continues to shop from store to store in the hopes of finding a set with the well-known brand name, but without success. Most stores to date have no immediate delivery only sets produced by independent companies that have not yet had an opportunity to be tested and found satisfactory. As for television, only Andrea and Viewtone, as far as can be determined, are presently supplying stores with sets for immediate delivery.

### NCAC Steps Into Bigtime Package Operation With 14 Shows on the Griddle

With acquisition last week of "Town Meeting of the Air," National Concert and Artists Corp. pop division now has 14 package shows in the mill.

Policy of building shows around top-notchers has resulted in acquisition of packages with Dummer, Francis Lederer, Perry Ward, John Loder, Frank Singiser and Edwin Franko Goldman as features. NCAC, which never before had quiz shows, now has lined up two.

List is varied, with musicals, mystery series, sports, quizzes and transcriptions in the group. Most shows are 15-minute or half-hour programs, exception being hour-long, "Town Meeting," which Readers Digest recently dropped.

Shows, packaged under direction of Dan Tuthill, NCAC vicepre, are: "Adventure for Hums" with John Loder; Dummer; "D'Arca's All Girl Orchestra"; "Not a Ghost of a Nut-Shell" with Frank Singiser; "America's Town Meeting of the Air"; "American Sportmen's Show"; "Your Turn" with Perry Ward; quiz, "This Week" with Edwin Franko Goldman; "Prima Donna" with Vivien Della Chiesa; "Crosby Square"; "Melody U.S.A."; "Adventures of Carlton Morse" (transcription), and an untitled show with Francis Lederer.

### GENE STAFFORD TO TELA-VIX

Boston, April 16. E. F. (Gene) Stafford, director of press and publicity for WBZ and WBXA, Boston, and Springfield since 1940, has resigned to join the Tela-Vix Recording Studios in Boston, transcription and program builder.

### That's a Burnup, Sen.

Washington, April 16. Seems like Senator Claghorn is beginning to get on the nerves of some Southern Congressmen. They prefer to have other people kidded. Last week one of them, Rep. Henry D. Larcade, Jr., (D., La.) placed in the Congressional Record an editorial of protest from the Richmond Times-Dispatch. It said in part:

"We 'Southerners' have been kept sufficiently busy 'scurrying to our Northern friends that we aren't all morons and degenerates. In a 'Tobacco Road,' or 'banjo-picking mammy singers a la Al Jolson, but now we have gone around protesting that we aren't all raucous nitwits and foghorns like Senator Claghorn, 'from the South, that is.' God!"

### Jekyllhydish Lear

Philadelphia, April 16. Last winter Eli (King) Lear, well-known Philly sports gabber, was fired from WFN after squabbling with station execs over billing and spotting of his program. He disappeared from radio row, and everyone wondered what happened to him.

Last week Lear was arrested on a charge of being the mysterious "royston bandid" who had been preying on women clerks in hosiery shops and specialty stores. Lear, confessed, police said, and will be brought to trial shortly.

### Frank Singiser Package, Either Roving or Straight

Frank Singiser is being offered in new package show by National Concert and Artists Corp., either for straight news or in a "roving grass-roots" reporter format, depending on the sponsor. Latter scheme includes on-the-spot reporting by a roving Singiser, from such scenes as New Orleans' Mardi Gras, Michigan's tulip festival, etc.

Show, titled "News in a Nutshell," would be for 15 minutes, three-times-a-week. Roving assignment would work in with Singiser's lecture dates, commentator having also signed with NCAC's lecture dept. Singiser's contract with Sinclair Oil for 170 stations on Mutual, ended March 31, and he has no current radio spots.

### Bill James to WHTD

Bridgeport, April 16. Bill James, Hartford staffer of Bridgeport Herald, becomes a gabber at WHTD, Hartford, starting Friday (19).

James is a show biz vet and husband of Margaret Ivery, longtime legit comedienne currently in "Shooting Star."

## Regional Stations Favored Over Bigtime Outlets, New Survey Shows

Washington, April 16. Whether the FCC's present clear channel assignments will be strengthened, kept pretty much in "status quo" or broken down to let other stations climb aboard the favored channels, should be decided by FCC by September, acting commissioner Charles R. Denny announced yesterday (15).

Occasion was opening of the second round of the commission's clear-channel inquiry, which is slated to close down again next month and then resume July 1 for a third and final session.

Hearings got under way with Census Dept. officials dumping into the record some five pounds of tables, the first shipment of statistics on the agency's survey of coverage in radio-urban U. S. counties.

Out of the mass of statistics, the fact that a lot of people in the sticks listen to regional stations as much and in some cases more than they do the big-time clear-channel outlets, was salvaged by Dr. Ross Eckler, Census official, who directed the survey.

The census study was based on some 93,000 returns on a total of 500 questionnaires sent out to rural dwellers and listeners in rural areas.

dio's fringe areas supplemented by almost 8,000 personal interviews. Other witnesses included Dr. Morris Hansen, asst. to the director of the census, who described in detail methods used by his department poll takers.

Also on the stand was Dr. Forest Whan, Wichita U. researcher and author of the annual listener surveys for WHO. Des Moines clear channel outlet. Whan was recalled to wind up testimony on his most recent poll, which came up with conclusion that rural listeners' tastes pretty well paralleled those of the city slickers—and that listeners, rural and urban, were fairly well satisfied with the radio service they now receive.

Dr. Angus Campbell, major demo of the BAE survey, took the stand today (16) to give further details on precautions used by his men in making their nationwide check of rural listeners' attitudes. The BAE survey, unlike Whan's, found several points on which present radio service was "inadequate" to meet rural listeners' needs and tastes.

A surprise government witness was Dr. John Deming, expert in sampling techniques for the Bureau of the Budget, who generally supported the methods used in both the Census and Agriculture dept. studies.

## Triumphs of 25 Years of Service

WBT is celebrating a proud anniversary. And with good reason. Twenty-five years ago this month, WBT beamed its first words of greeting to the people of the Carolinas.\* They promised unstinting community service and better broadcasting. How well that promise has been kept is evident in the eight Variety plaques WBT has won since the first was awarded in 1937. They cover a wide range of radio endeavor...

1937 For outstanding showmanagement among network-owned stations.

1939 For farm service.

1942 For outstanding wartime service.

1942 For fostering racial goodwill and understanding.

1942 For encouragement and help to farmers. ("Personal Palm" plaque awarded to

WBT Farm Director, Grady Cole.)

1943 For making radio a vital cog in civic enterprise.

1944 For contributing to the public health of the community.

1945 For outstanding service to the community. (A "Special Award" given to WBT Farm Director, Grady Cole.)

You can't overlook a record like that. No one has. It is evident in the strong bond of listening friendship between WBT and the 841,011 audience it serves daily... in the feeling of close cooperation between WBT and its advertisers... and in the recognized leadership of WBT as the South's Pioneer Station.

\*WBT first went on the air at 4XND, April 10, 1921, and was licensed as WBT on April 10, 1922. (U.S. Census, 1940.)

**WBT**  
The South's Pioneer Station  
THE CAROLINAS • 50,000 WATTS  
SOUTHEASTERN BROADCASTING COMPANY  
Represented by Radio Sales, the SPOT Broadcasting Division of CBS

# THE PUBLIC SPEAKS...

Color television has now been shown to groups of non-set owners and owners of black-and-white sets. These groups speak for *the audience television must create for itself*. Impartial observers well-known in the fields of research and psychology attended the survey sessions. One was C. E. Hooper, who said: "I feel that Columbia leaned over backwards in being fair." Here's what the public says:

## ...GREATLY PREFERS COLOR, AND HERE'S THE EVIDENCE:

Both groups were given a check-list of 22 words to be applied either to color or black-and-white television. The words picked give the predominant reactions to each:

	NON-SET OWNERS	SET OWNERS		NON-SET OWNERS	SET OWNERS
For color	"Beautiful"	"Beautiful"	For black- and- white	"Acceptable"	"Acceptable"
	"Brilliant"	"Brilliant"		"Passable"	"Passable"
	"Exciting"	"Exciting"		"Drab"	"Tame"
	"Clear"	"Magnificent"		"Dull"	"Drab"
	"Magnificent"	"Easy to see"		"Tame"	"Dull"

- Only 1 out of 12 non-set owners (and only 1 out of 8 set owners) went on record as agreeing with the following statement, "I am completely satisfied with the television now being broadcast. Black-and-white is good enough for me."
- Only 1 out of 4 non-set owners and the same percentage of set owners went on record as agreeing with the following statement, "I would rather have a 16x22 inch picture in black-and-white than an 8x10 inch picture in color."



## overwhelmingly picks color television

- Only 1 out of 8 non-set owners (and 1 out of 7 set owners) agreed with the statement, "It would be better to spend money to improve the quality of programs in black-and-white than to spend it to develop color television."
- Only 1 out of 4 non-set owners (and 1 out of 12 set owners) agreed with the following statement, "I would be completely satisfied with the quality of black-and-white television if I could get a larger picture."

### ...WOULD PAY MUCH MORE FOR COLOR. AND HERE'S THE EVIDENCE:

The question asked: "...if you were buying a new set, what is the most you would pay for one with a black-and-white picture 8 x 10 inches ... or a color picture the same size ...?"

The median answer of non-set owners was 49% more for color. The answer given by those

who owned sets was 34% more for color.

The same question was asked in connection with a 16 x 22 inch picture.

The median answer of non-set owners was 40% more for color. The median for set owners was 28% more for color.

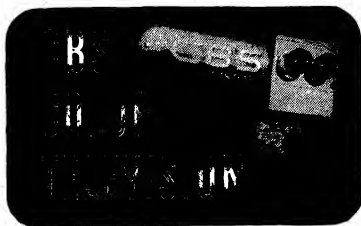
### ...WOULD WAIT FOR COLOR, AND HERE'S THE EVIDENCE:

Non-set owners were asked: "What is the longest time you would wait for color after black-and-

white sets are on the market?" 7 out of 10 gave replies ranging from one year to "indefinitely."

LET US SEND YOU A COPY OF THE STUDY. Its findings are of vital interest to everyone in any way responsible for planning his organization's investment in television. Address, Columbia Broadcasting System, Dept. T, 485 Madison Avenue, New York 22, N.Y.

**COLUMBIA BROADCASTING SYSTEM**





*Mr. Philadelphia buys WCAU*



HE'S AN EXPERIENCED  
GUIDE TO FOLLOW  
IN YOUR SELECTION  
OF A PHILADELPHIA  
RADIO STATION

Here's the close-up of the Philadelphia radio picture: Local business men—"men who know Philadelphia best"—and who are on the scene to check results—spend more of their advertising dollars on WCAU than any other Philadelphia radio station. To sell to Philadelphia, do as leading Philadelphia firms do... **SELL ON WCAU.**

POWER + PROGRAM = SALES

**WCAU**

50,000 WATTS \* CBS AFFILIATE

**PHILADELPHIA'S LEADING RADIO INSTITUTION**

## Bell Labs' New 30-Miles-Apart Towers Seen As Spur to Video Transmission

Revolutionary method of transmitting television broadcasts which opens possibilities of spurred video development through the construction of a nationwide network of steel towers, was disclosed over the week-end. Made possible through the development of metal lens by the Bell Telephone Laboratories, which focuses the radio wave in an unusually sharp and directive beam, work is already under way to test the device through the construction of the towers, spaced 30 miles apart, between New York and Boston.

The lens, a wartime secret, operates on principles approximating those of the convex magnifying glass, concentrating the power of the radio wave into a sharply defined, finger which can be pointed directly at the antenna of a receiving station. Designed to operate at an ultra-high frequency of five billion cycles per second, the compact lens antenna is capable of simultaneously transmitting a number of tele programs along with telephone, telegraph and teletype messages which are unscrambled at the receiving end.

In effect, the lens is able to convert the always into a narrow channel for the transmission of intelligence in a fashion similar to the current use of wires and cables. Because of the extreme narrowness of the beam, the usual static interferences which beset the present parabolic antennas has been, for the most part, eliminated.

**N. Y. to Boston Experimentation**  
Under present plans, Bell Telephone officials said, the Boston-New York intercity system will be employed for experimentation, included in its purposes, it was said, would be a series of tests to determine the relative advantages and disadvantages of the lower setup for channeling tele programs as against the coaxial cable method now in use. Should the new means prove superior it would forebode the discard-

ing of coax cable for piping tele programs and the substitution of a network of towers.

It is pointed out by tele technicians that video broadcasting has been hampered because of the peculiar electrical qualities of the present-high frequency necessarily used which requires a heavy, coax cable rather than ordinary wire for piping a program. Added, this is the problem of the narrowly limited range of tele broadcasts caused by the rapid weakening of the radio waves once transmitted. Consequently, it is said, the major technical bug-vide faces is the development of an efficient and economical system for widespread transmission.

### New Lens Advantages

The new type lens is able to concentrate as little power as a fraction of a watt, so that it will have the electrical quality of appearing to be several kilowatts. The power can be harnessed even more by a boost in the frequency of the radio wave and an increase in the size of the antenna. The new lens to be installed in the intercity network will be some 10 feet square, in appearance similar to a horn.

The device was developed by Dr. Winston K. Kock and his associates during the latter part of the war. Added factor is that it eliminates a number of technical difficulties experienced in the employment of parabolic antennas such as radio "shadow" effects. Additionally, the lens is so constructed that no waveing of the beam or other interferences result when strong winds strike the towers.

Queried on the newly launched construction of the tower system, a spokesman for the Civilian Production Administration declared that the building curb would not interfere with the creation of the network. Under a Washington interpretation, the towers would be free from building restrictions as a form of essential communications.

### Cuts Coaxial Costs

Substitution of steel towers for the coaxial cables currently used for piping tele programs, made possible by the development of the new lens, might result in eliciting substantial costs in the postwar extension of video transmission facilities. The coax system between New York and Philadelphia, for instance, represents an outlay of \$100,000 or some \$10,000 per mile.

Coax costs, according to company officials, vary with the terrain through which the cable is laid. In mountainous and rugged country the cable costs run into a sizable sum, it was pointed out. Use of towers in such terrain would be probable to forestall a prohibitively high outlay on cable. Towers, spaced 30 miles apart under present plans, would be economically desirable, it is understood.

## SEATTLE NET OUTLETS SIGN AFRA CONTRACT

Seattle, April 16. Climaxing nine months of negotiations, a contract between the Seattle chapter of the American Federation of Radio Artists and the operators of four major Seattle network stations has been signed, according to Jerry Simpson, attorney for the union.

It is the first-time local announcers, singers and actors have been organized in the national radio union. The local at present has about 150 members.

Contract gives workers a big haul, with all raises retroactive to Jan. 1, 1945. Minimum wages for announcers were set at between: \$65 per week for KOL (Mutual), KJR (ABC), and KONO (NBC); \$57.50 for KSTP (CBS). Fees for programs are \$15.00 minimum, plus \$2.00 for rehearsal time. Specified announcer fee when radio off air.

Chicago—Radio first John Blair & Co. have announced the appointment of Richard D. Buckley as vice president in charge of sales of the New York office.

## Major Sports To Ban Video Sans Payoff, Bill Slater Tells ATS

Optimistic predictions that a time will come when the nation's major sports will be picked up by home television receivers are for the beam, according to Bill Slater, noted sports writer and president of the Broadcasters Assn. He holds that any sport wherein the gate is the major factor is afraid of the video might do to its o. b. receipts. Only kind of telecasting the sports promoters go for, Slater says, is one in which they get some kind of financial return, Slater thinks.

Speaking at a meeting of the American Television Society, Slater said that Ford Frick, National League president, and Will Harridge, American League chief, had both declared they were vehemently against television of any sort in a ball park. Tele broadcasters have been given permission again for the coming season to appear on an experimental basis, but the major league clubs are making no promises for subsequent years, when a large number of seats in the nation's luncheon might seriously slow up the turnstiles at the stadium.

Slater pointed out that television, handled correctly, would undoubtedly give promoters a better picture of the ball game than they could get in a ball park, adding that video also provided its work as a box as boxing is concerned. Boxing promoters are sure to feel the same as

baseball heads, and it's almost a certainty that Mike Jacobs will never allow his fight to be telecast for sports consumption.

Sports telecasting, if done, will probably be confined to theatre and outside sports arenas, where the patrons will pay a tariff on which the promoter can make his cash. "In this way, opens new vistas to the promoters," Slater said, since they can expand the seating capacity of their stadiums, merely by adding several more theatres to those receiving the images on a closed circuit. Sportsstar recently declared that he wished there was some system whereby he could install a four-panel large-screen tele set in Madison Sq. Garden for the future coming Louis-Corn fight, since he could almost double his gate receipts in the fashion.

### New Voices A'Coming

Outline radio sportsbroadcasters will probably not be good telecasters, Slater said, since it's second nature with them by this time to keep their eyes constantly on a playing ball. But the telecaster must keep his optics glued to the video screen to make certain he isn't talking about something that isn't going out over the air in picture form. Best spot for the oldtimers, he thinks, will be as producers of sports telecasts, where they can put to the advantage their broad knowledge of sports by setting up their cameras to get the pay-off pictures when they count.

## DuMont's Preem

Continued from page 33

of lights that can be lowered from the ceiling, plus vertical stationery banks and mobile floor lights. Constance Harbo continued put the blame on the problem with the remark, while sweating under the torch heat generated that was the electric light company that got the whole idea of television going.

DuMont, president of the DuMont labs, pointed up the opening night's chief fault with his remarks that the "technical aspect of television are well enough resolved so that from now on, the main emphasis must be in creating new and entertaining programs in the public interest." Entire show demonstrated that WABD producers and directors were either suffering from opening night jitters or have much to learn about how to use the top equipment provided them.

After 45 minutes of long, dry-winded speeches by DuMont execs, stationers and Washington legislators, WABD presented two half-hour programs, both of which were a mélange of poor camera work, title scripting and generally faulty production.

"Experience," termed a Lanthorn fantasy by writer George Lowther, offered well-devised sets and good acting, neither of which could overcome the fact that the show was a poor imitation of the motion pictures' currently popular dream sequences. Four cameras gave the producer the ability of operating and switch easily from one set to another, but the preponderance of overhead shots from the floor with the boom dolly negated most of the good work.

Participants in "Let's Have Fun," a quiz show sponsored by the C. F. Mueller Spaghetti Co., were seated shoulder to shoulder before a panel. Single camera trained on them had to pan continually from face to face and often featured a close-up of one participant while another was speaking. Better arrangement, so that the camera could have taken a shot in one inclusive shot, would have helped matters considerably.

Cameras also missed the point on the ballet sequence for the show, cutting off the dancer at her thighs and completely forgetting to film the most important part of any dance is the footwork. Show did demonstrate, however, that any actor with previous film experience is a natural for video. Walter Abel as enue was one of the most natural actors ever seen in a television show and did much to keep the program moving at a comparatively rapid pace.

Participating in the opening ceremonies were sportscaster Bill Slater, announcer, Whelan, dancer, Mayor O'Dwyer, Gov. Walter E. Edge of New Jersey, Dr. Qun Talchi, Senators Mead, McNichols, and the FCC chairman Charles R. Denny. Dr. DuMont and Leonard F. Cramer, DuMont's in-charge over television broadcasting.

## L. B. White as UNESCO Communications Head

Washington, April 16. Llewellyn B. White was named yesterday (15) senior counselor in mass communications for UNESCO. White will direct activities in radio, films and publications.

He has just completed a year and a half as asst. director of the commission of freedom of the press and is the author of "The American Radio," a study of U. S. broadcasting to be brought out this summer.

## WLS Feature Foods declared

in daytime home-help programs!

## NEWSPAPER EDITORS VOTE REPORTED IN BILLBOARD

WHEN 324 RADIO EDITORS of America voted on program popularity, Billboard also asked them to vote on public service jobs in their areas.

THEY CITED 98 PROGRAMS on 76 stations for outstanding public service.

ONLY ONE is a women's or home-maker feature—one out of 11-30 a.m. daily on the Prairie Farmer Station.

WLS FEATURE FOODS, in its 11th year on the air, follows the WLS pattern one of making service to the listener come first. Martha and Helen and WLS express their appreciation to the radio editors and to Billboard, for this recognition of the job they have always tried to do—through, year-round, public service.

22 years of broadcasting SERVICE

A Clear Channel Station

CHICAGO 7

50,000 watt, 890 KC. American affiliate. Represents 17 JOHN BLAIR & COMPANY, affiliated in Management with KOY Phoenix, and the ARIZONA NETWORK. KOY Phoenix, KTVU, Tucson, KSJN, Bismarck, North Dakota.

# 139%

more spot accounts  
were placed on

# WOR

during the past  
12 months than on  
any other station  
in New York!\*

*Obviously the station that is tuned to the longest during the daytime, and which takes sponsors' messages into 3,440,000 homes from 6:00 AM to Mid., is the dominant choice of time-buyers from coast to coast.*

\*according to National Radio Records

MUTUAL

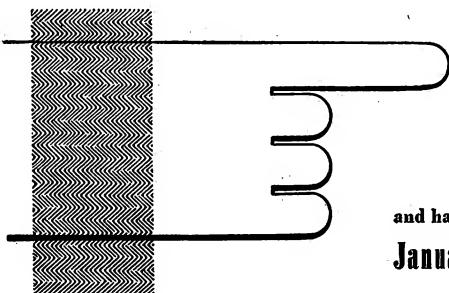




*Pardon our pointing, but...*

# The WHISTLER

packaged and produced by The Columbia Pacific Network, has the highest Hooper rating of any program broadcast exclusively for Pacific Coast listeners by a Pacific Coast advertiser



# 21.3

March  
Pacific  
Coast  
Hooper  
Ratings

and has maintained this lead during 1946  
January 20.6 February 17.3

and ...

★ You can't buy THE WHISTLER. It's sponsored by the Signal Oil Company of California. But you can buy one of our other program ideas.

Columbia Pacific, the *Idea* network, has a long-time record of successful program originations, and the skill and facilities for their production. Perhaps we have just the show for you. Or we will tailor a show to your specifications. For detailed information, call us or Radio Sales.



THE WHISTLER has consistently placed among the top fifteen programs broadcast on the Coast. It holds this position, not only among all regional programs, but among COAST-TO-COAST shows as well.

In January Pacific Coast Hooper ratings, THE WHISTLER was in 12th place; in February, 15th; and in March, it is 9th on the list.

A DIVISION OF THE COLUMBIA BROADCASTING SYSTEM  
Palace Hotel, San Francisco 5 • Columbia Square, Los Angeles 28  
Represented by Radio Sales, the SPOT Broadcasting Division of CBS

## Radio Reviews

Continued from page 44

as liberal—rather than hitting at conservative issues at the beginning of the way the NAM did. Burden of the stanza was a plea for the proposed U. S. loan to Great Britain, and the Wallace himself couldn't have objected to the sentiments. Result was of course to find just the kind of audience that would be the chance of reaching the goal are much greater through this kind of approach.

There was developed through brief questions and answers pushed along by professional radio performers, with Bradford Torrey as the major burden and Eric A. Johnston as the one who carried the message. In fact, the only voice on the show that sounded stuffy was that of the professional announcer. Writer Ben Lomax is to be credited with the script for this type of spot. Ben Lomax is a top job in writing the professional and amateur portions of his cast.

**"RITZERS ALMANAC OF THE AIR"**  
Producer-Director: Marshall G. Rothen  
30 Min. Wed., 5:35 p.m.  
Starring: WHOM, Y.

This program is a step in the right direction, familiarizing listeners with their state university. But it is not a small college with present current enrollment of 100 students. It doesn't appear to step forward far enough, judged by the initial effort. The six-person group. Obviously, it is difficult to be truly entertaining with such a setup. Hence the program should lean more heavily on the informative side. The first try at it is to mix the two ingredients. With this, it's not a bad 30 minutes, amateur touches all.

Marshall G. Rothen, who directs radio efforts at Rutgers, framed most of the material and acts as emcee.



Wm. Lou Clayton  
UNITED BROADCASTERS CO.  
Friday-CBS-10 p.m. EST

## A FRESH "PERSONALITY" AND NEW "NAME"

## JERRY MANN

WITH  
BETTY LINDE

RADIO

NEW YORK WIDEWORLD THURSDAY, APRIL 18, 1946

A Mann Act of His Own

Agent Wm. Lou Clayton  
After 10-Minute Overseas Tour

A MANN ACT OF HIS OWN

"Jerry Mann, the NBC Supper club comic, has returned from 19 months' overseas tour and an agent has been found for him with a radio contract."

"And there seems to be a good chance that Jerry may have a show of his own before another season ends."

VARIETY

39 WEEKS—N.B.C. CHESTERFIELD SUPPER CLUB  
22 WEEKS—THEATRE TOUR LEADING CITIES

PERSONAL MANAGER:  
DOUGLAS STOREY  
1270 6th Avenue  
New York, N. Y.

AND NOW  
A NEW ACT FOR SMART SUPPER  
CLUBS

CLUBS AND THEATRES:  
JERRY ROSEN AGENCY  
204 C. P. South  
New York City, N. Y.

JOHN KNIGHT BUYS 45%  
OF CLEVELAND'S WAKR

Washington, April 16.

Publisher John S. Knight has bought up a 45% holding in WAKR, Cleveland, with controlling block 53%, still in the hands of S. Bernard Reid and wife, former owners, it was announced here this week.

Knight is reported interested in experimenting with facsimile operation and may apply for right toicker with home delivery of radio news. The already has slightly less than controlling interests in WOL, Miami, and WIND, Chicago. Knight publishes the Chicago Daily News, the Detroit Free Press, Miami Herald, and Akron Beacon-Journal.

## Tele Reviews

Continued from page 34

passed under the smooth direction of Benish Zachary.

Out here, and in the charades. Amana is strictly the star while the attractive Miss Hanau acts as hostess, monkey or whatever else the word calls for.

**"TEA-TIME"**  
With Harriet Hester  
Producer-director: Benish Zachary  
15 min. Wed. (9:30-9:35 p.m.)  
WBWB, Chicago

Interview programs are bad video media as they are supposed to be. After a month on the air when Mildred Mitchell went into the pitching booth, the last role this was a repeating Jack Allerton. But for the time being, that change was good. Mitchell mighta stood in bed. The actor did his best with the lines and the writing was not the same relationship to the Ring Lardner. The Bunyan style of the actor's characterization as this piece has a George Bernard Shaw preface.

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## Transcription Reviews

**"MYRT & MARGE"**  
With Alice Korman, Alice Goodkin, Alice Baruch  
Director: Harry Vail, Larry Finley  
Producer: John Gunn  
15 min.  
Co-op

World Broadcasting.

The perennial chorus girls of the air, Myrt and Marge, are back after a hiatus. Starting from 1941, they were broke up by the team of Myrtle and Marge. They were back in 1942. Strip in its resurrected form shows potentially of building up a large following. For a time similar to that of its predecessor, and capable of receiving most of its former audience as well as later group's initial adherents.

Show was revived by Herb Gordon, of World Broadcasting, who has modernized the story and given the brief, pasted together for modern radio. So far, 200 shows have been out, and with top talent used, that represents a healthy investment, but one that should pay out dividends.

Old timers who caught the initial

## Follow-up Comment

CBS "Forty" Monday night set

was supposed to be the last

after a month on the air when

Mildred Mitchell went into the

pitching booth, the last role this

was a repeating Jack Allerton. But

for the time being, that change

was good. Mitchell mighta stood

in bed. The actor did his best with

the lines and the writing was not

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Lardner. The Bunyan style of the

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session are inclined to think that it was a very good idea, and that which preceded around 15 years ago, which of meeting of the principals. Under direction of the original Myrtle (Vail), the showbusiness theater was a success. The show's performance are given by Alice Korman and Alice Goodkin, as interviewed by Vinton Davis, worth and Ray Hedge giving valuable advice.

**"FAMOUS FATHERS"**

With Howard Lindsay; Ray Green, Director; Ray Green, Writer; Jerry Burt, Jerry Burt, 15 min.

784 stations

(Universal-Raymond)

Easy to see why this transcription series on steadily for four years, holds commercial platter record with 284 stations. Specially inspired by long-time lecturer, "Life With Father," and featuring Howard Lindsay, co-author and long-time leading man of the comedy, series carries universal appeal, with Lindsay each week interviewing a famous American father.

Eddie Cantor, Luntz Melcher, and others. The series is a success. Eddie Nelson and Lowell Thomas are typical of the daddies chosen. Cobb is interviewed by Lindsay about his life or activity, platter then segue in to a dramatization of the scene, then, played by AFPA actors, who then switching back to Lindsay.

Melcher did, for instance, how Mel tender discussing opera and his background. Lindsay, however, then segue into a dramatization of Meeting of Melcher and his daughter, with Walter Slezak and Suzanne Causley, playing the part.

Melcher even sings a song chorus for Lindsay.

But with Freddie Fitzsimmons has the further appeal of Teresa Wright playing his wife in the dramatization. Miss Wright being well known for her film role as the late Lou Gehrig's spouse. Action, direction and production throughout is high grade.

Each "Fathers" series includes 26 platters, used every weekly. Cost of each set, \$2.50. The series is carried by WJZ and WOR with a 15-minute dramatic presentation, and a 15-minute dramatization, and a 15-minute dramatization, and a 15-minute dramatization.

From

WLB, New York

KYA, San Francisco

KLAC, Los Angeles

For a Splendid

FOR MEMORIAL

PROGRAM

To

MARTHA SCOTT

BERT LYTEL

BARRY KROGER

who voiced it superbly;

MARK GOODSON, who directed;

EDDY BROWN, who led the Orchestra;

KAL KRAY, for incidental music;

DEL CASINO, who sang the favorite song, "Home on the Range";

IT, THEORETIC AGINS, who, in "I Shall Not Wholly Die,"

LORIN MAZZEL, for musical background for the poem.

Thank You Again!

CLARK'S BACK AND CURIOSITY'S GOT HIM

Will enjoy trying to locate

GENE EMMET CLARK

who is a "villain" in the film.

(Back in N. Y. from Calif.)

## Pitt: 'Sho-Biz-Quiz'

## Re-signed for Year

Pittsburgh, April 16.

"Sho-Biz-Quiz," which celebrated its first anniversary on WJAS end of this month, has just been renewed for another 52 weeks by its present sponsor, Dinning's Candy Shops.

Program first hit the air May 1.

It'll continue with present aid of experts, the three local dramatic critics, Kap Morahan of Press, Karl Craig of Sun-Tide and Edna Cullen of Post-Gazette. Questions sent in by listeners are confined exclusively to show business.

Heit stays on as moderator, Jeannie Baxter as vocalist; Ernie Nunn, don't act as announcer and with him, Harkreiter as the twice pianist.

Show's produced by Bob Post.

THEATRES

Philadelphia Record

Saturday, February 16, 1944

"Frankie Carle, who had made so many records for Columbia and who would take you a year or so with Jerry Mann in the Earle stage show this week."

That Funny Mann

Jerry Mann one of the cleverest comedians I've seen in a long time. He works with an easy style and a good sense of humor. Betty Linde or hand to supply him, the act lacks in full-

St. Louis—France Lantz, for 17 years chief gabber at KMOX and w. k. sports announcer in the midwest has launched a "Sports Answer Man" program, sponsored by the Hyde Park Brewery, over KKOK.

## Argentine Radio Awaits Dictator's Axe While Costs and Salaries Rise

Montevideo, April 3.

In view of Col. Peron's presidential victory in Argentina, broadcast-ers there are beginning to look anxiously over their shoulders to see whether the policy of nationalization is at their heels.

There can be no doubt that the coming regime will be of extreme nationalist tendency, and signs are already apparent that a policy of expropriation of public utilities will be instituted as soon as the Colonel takes over the reins of government, if not before. According to some reports he would like the "de facto" government to do the cleaning up for him and present him with a "fait accompli." As the networks have been dubbed "public utilities" by successive Argentine regimes, the wags fear that they may soon feel the cold edge of the axe.

From the government point of view, the trouble with nationalization is finance. Expropriation of the existing outlets would absorb huge sums of coin, and it is doubtful whether listeners, accustomed to free commercial radio for 25 years, would take easily to paying a tax on their sets in finance unenterprising government-imposed programs. Then again, elimination of the 14 Buenos Aires city stations, for absorption into one state-controlled outlet, would create an unemployment problem of a kind which would be going to hurt the Colonel who has promised labor a paradise on earth.

The broadcasters place their hopes on a possible realization by the new government set-up that state domination of radio broadcasting in Argentina would inspire erection of powerful outlets in neighbor countries, especially Uruguay and Paraguay. The Andean barrier creates an obstacle to favorable transmission from Chile or Bolivia, and Brazil offers the problem of a different language. Since Peron's election became certain, millions of pesos have been transferred from Argentine banks to those across the Plate, and

(Continued on Page 52)

### Chi Trib's Nielsen Buy

Chicago, April 16. The Chicago Tribune became the first newspaper to purchase the services of the Nielsen Radio Index, Thursday (11). Nielsen service is expected to replace research department of Trib's advertising staff tomorrow.

Claimed by daily that its radio analyses "have not given an entirely adequate picture of the market as a whole." Parallel was drawn between the services of the Audit Bureau Circulation in publication field, and the NRI in radio. Tribune use of the index will be slanted toward WGN, Mutual outlet owned by the daily.

## Mutual's Hoopla For 300th Station

Mutual is setting up a special broadcast party a week from Saturday (27), 8 to 9:30 p.m., to welcome its 300th station, WKRC, Oil City, Pa., to its coast-to-coast network. Over 229 stations will join in tribute for "The 300 Party" via the most heavily talented special program aired, with pickups from other cities. Edgar Kobak, Mutual pres., will participate in the ceremonies.

Program will include segments of "Quick As A Flash" with detectives solving various Mutual shows solving mysteries; "Queen for a Day" airing an Oil City resident now in Los Angeles; special panels of "Leave It To The Girls" and "20 Questions," and "Superman" conveying audiences from city to city. California will also contribute. Bud Williamson, Donald Crisp, Nigel Bruce and Basil Rathbone, at least one show will originate at the Drake, film house.

Fulton Lewis, Jr., first "name" told

commercially on WKRC, will speak from Washington, at will FCC's George Denny, Jr. Kobak will talk from N. Y. "Opportunity House" will be piped in from Tennessee; "Thorpe Websters," "Freedom of Opportunity" and "Theatre of the Air" from Chicago and "Nick Carter," "The Shadow" and "True Detective Mysteries" from N. Y.

This is the first time Oil City, a region hitherto inaccessible to full network broadcast service because of mountain country and oil and steel ground deposits, will be the origin of a national radio broadcast. City is also taking a large part in the proceedings, department stores, newspapers, schools, local merchants all going in to promotion stunts.

New affiliate operating on 330 watts, at 1340 kc, is owned and operated by Kenneth E. Reinhardt, and managed by Russell E. Shetter. Mutual network for years has followed the studied policy of extending its service to Main Street, according to Carl Haverlin, vicepres. in charge of station relations. As a result, Mutual programs are carried on more than 200 single-station markets, more than all other networks combined. These single-station markets are important individually, says Haverlin. But collectively, embracing over 5,000,000 radio homes, they constitute a selling force of immeasurable value.

Kobak states that 55 stations have been added to the network since Jan. 1, 1945, when he assumed executive direction of Mutual.

### Taft Back at WKRC As Managing Director

Cincinnati, April 16.

Resuming his civilian status after 42 months in the Air Corps, Hubert Taft, Jr., rejoined WKRC this week as managing director. The station, a CBS affiliate, is owned by the Times-Star, of which his father is publisher.

Besides directing the standard radio end of WKRC, Taft will supervise development of television and FM facilities now in progress. He'll manage E. F. Post continues as manager of the station.

## Okla. Station Health Series Attracts Nationwide Attention in Drive on VD

Oklahoma City, April 16.

### Two KDKA Renewals

Pittsburgh, April 16.

Couple of long-running programs on KDKA have just been renewed for 32 more weeks.

Bruce Baking Co., which has sponsored the quarter-hour "Dream Weaver," written by Marjorie Thomas and spoken by Paul Shannon, since 1941, renewed the show for another year. Planters Nut and Chocolate Co. has picked up Ed Schaughency and Rainbow Jackson's 10-minute "Musical Clock" six mornings weekly, also for another year.

## Argentine Reps Ask Confab Delay

Montevideo, April 3.

In preparation for the Inter-American Radio Conference to be held at Havana, scheduled on May 10, a delegation of Argentine station reps has been junketing in Uruguay for preliminary confabs with their Uruguayan colleagues on points to be discussed with other radio tycoons from Latin America at Havana.

Argentine's position is still undecided—since no one dares forecast what the attitude of the Peron government will be in regard to commercial broadcasting—the first motion presented by the Argentine delegation was for a further postponement to October, 1946.

Underlying the Argentine delegation's plans for the conference is the hope that concerted inter-American action may contribute to easing off Argentine government pressuring of commercial stations, ensuring free exchange of news, ideas and talent among the sister nations of America, and censorship and other evils ruled out by international action. The Argentine delegation sub-

To cooperate with Oklahoma City mayors, County and State health authorities, WKYC is inaugurating a 12-week dramatic series focusing attention on the scourge of syphilis.

The series, which gets the 9-10 p.m. segments, Fridays, will be inaugurated this week (18). Series is highly dramatic and avoids use of the word syphilis until the closing two minutes of each program. Locally, the series ties in with a concerted drive for Oklahoma City citizens to take blood tests, now in progress. Public and private medical authorities played the series after hearing the first program on record.

Robert Anderson of the U. S. Public Health Service was so enthusiastic about the series he persuaded P. A. Sugg, WKY manager, to offer the series on platters, without charge, to all Oklahoma stations, and at a per platter fee of \$5 cent to any station in the nation. The platters will carry no plugs for WKYC or its talent.

Scripts for series are being written by E. D. Harvey, WKY's chief script writer. Station's best talent is being assigned to roles.

mitted a point for the agenda of the conference which covers the use of one country's transmissions in another. Transcribed programs are unpopular in Argentina and Uruguay, and are looked upon as unfair competition for the talent of the individual countries. Quick distribution of transcriptions for propaganda purposes—unless reciprocal use is guaranteed—is opposed by the Argentine wags.

Hartford—Ed Anderson has rejoined the announcing staff of WTIC after serving with the Army in ETO. Only one staff member still remains in service. He's Captain Phil Becker, former chief spokesman. He is in charge of the Army Radio Station in Rome.

WELI

## WE OWE ALL TO THE WIFE AND KIDS!

### Dear Variety:

We're thrilled at receiving your Show-management Plaque . . . and very impressed with ourselves for being the only station in New England so honored.

But frankly—the credit for that "outstanding aggressiveness" in making ourselves "a pleasant voice" in New Haven should go as much to our listeners as to us.

Up here in New Haven, people are wide-awake, and keen, and progressive. We felt that the moment we took over the management of WELI From our first day, we knew

that these were listeners who demanded an alert, progressive—yes, aggressive, if you will—participation of their radio station in their community's life.

We couldn't do a routine job on car cards, and billboards, and display windows—because New Haven isn't a routine market. In fact "WELI LIFE", edited by Rudy Frank and recipient of so many orchids from our dearly beloved friends in advertising, is only a reflection of the tempo and level at which New Haven works and lives.

So you see, we really do owe it all to the husbands and wives and kids of our New Haven market. Over 190,000 families provided the inspiration. We simply followed through.

Yours, with gratitude,

ALL OF US AT WELI

A SQUARE DEAL STATION

BASIC AMERICAN NETWORK

Represented by HEADLEY-REED

Associated with

WTRY, Troy, Albany, Schenectady

WSYR, Syracuse











WITHOUT A SONG • THROUGH THE YEARS • GREAT DAY • TIME ON MY HANDS • DRUMS IN MY HEART • KINDA LIKE YOU

# MILLER MUSIC CORPORATION

the publisher of

"I'M ALWAYS CHASING RAINBOWS"

presents

## VINCENT YOUMANS'

greatest love song

# MORE THAN YOU KNOW

Lyrics by WILLIAM ROSE and EDWARD ELISCU

Music by VINCENT YOUMANS

*I sincerely believe that  
this is one of the greatest  
ballads of our time*  
*Jack Robbins*

MILLER MUSIC CORPORATION • 1619 Broadway, N. Y. 19 • LOU MOONEY, Gen. Prof. Mgr.

HAPPY BECAUSE I'M IN LOVE • HAY STRAW • KATHLEEN MINE • KINDA LIKE YOU • WITHOUT A SONG • THROUGH THE YEARS • GREAT DAY • TIME ON MY HANDS • DRUMS IN MY HEART

HAPPY BECAUSE I'M IN LOVE • HAY STRAW • KATHLEEN MINE • KINDA LIKE YOU • WITHOUT A SONG • THROUGH THE YEARS • GREAT DAY • TIME ON MY HANDS • DRUMS IN MY HEART

WITHOUT A SONG • THROUGH THE YEARS • GREAT DAY • TIME ON MY HANDS • DRUMS IN MY HEART • KINDA LIKE YOU



» » » **A HIT SHOW!**

# ST. LOUIS WOMAN

Presented by EDWARD GROSS at the Martin Beck Theatre, N. Y.

» » » **A HIT SCORE!**

by **HAROLD ARLEN** and **JOHNNY MERCER**

» » featuring **A HIT SONG!**

# COME RAIN or COME SHINE

## RECORDS BY

Capitol- MARGARET WHITING  
Columbia- DINAH SHORE  
Cosmo- HAL McINTYRE  
Davis- BILL McCUNE  
Decca- DICK HAYMES and  
HELEN FORREST  
Majestic- LOUIS PRIMA  
Mercury- VINCENT LOPEZ  
Musicraft- ORRIN TUCKER  
Signature- RAY BLOCH  
Sterling- TOM JONES  
Victor- TOMMY DORSEY  
Vogue- ART MOONEY

A-M Music Corporation  
SOLE SELLING AGENT

**CRAWFORD MUSIC CORPORATION**

TKO BUILDING • ROCKEFELLER CENTER • NEW YORK

**CAPITOL RECORD ALBUM**

Recorded by the Original Cast



**"MAC" BLOWS UP!**  
with apologies to the  
Atomic Theory!

**McIntyre**



VARIETY

**McIntyre Big 55G,  
Chi; 'Spiral' 32G,  
'Spellb'd' 45G,  
Both 2d**

"THERE'S  
NO ONE  
BUT YOU"  
**cosmo**  
RECORD  
No. 470

ON  
THE AIR  
FROM THE  
**HOTEL**  
**COMMODORE**  
NEW YORK  
JAN.-FEB.  
1946

**The Billboard**

Oranah, Chicago  
(Reviewed Thursday Afternoon,  
Feb. 28)

Hot McIntyre's act, riding on a flood of  
propaganda created locally by Ed Heller, of  
Cosmo record's sales staff, should turn out  
a sizable two-week gross here. Band is on a  
commercial kick, with even the original jump  
numbers on the subdued swing side. McIntyre  
chase his numbers from among the top tunes  
of the day, so fans rewarded him with  
hefty milking. Sales were kept down  
to a minimum, giving payees plenty  
of mellow ensemble work. Ork  
could use a good stage  
novelty to enhance  
its presentation.

"I FALL  
IN LOVE WITH  
YOU EVERY DAY"  
AND  
"DO YOU LOVE ME"  
**cosmo**  
RECORD  
No. 472

AGAIN ON  
THE AIR FROM  
**HOTEL**  
**COMMODORE**  
NEW YORK  
MAY  
1946

"COME RAIN  
OR COME SHINE"  
AND  
"IT COULDN'T BE TRUE"  
**cosmo**  
RECORD  
No. 473

ON THE  
AIR FROM THE  
**POST LODGE**  
LARCHMONT, N. Y.  
JUNE  
1946

"CEMENT  
MIXER"  
AND  
"THE GYPSY"  
**cosmo**  
RECORD  
No. 475

ON THE  
AIR FROM  
FRANK DAILEY'S  
**MEADOWBROOK**  
CEDAR GROVE, N. J.  
JULY  
1946

**McINTYRE  
EXPLODES  
TO THE  
TOP!**

*Personal  
Management*  
**GEORGE MOFFETT**



EXCLUSIVE MANAGEMENT

**WILLIAM MORRIS AGENCY**

INC.

NEW YORK

CHICAGO

LONDON

HOLLYWOOD

Always Working  
**"Whitey" Roberts**  
 There Must Be a Reason  
 Now on 4th Week  
 Kuma Club, Oakland  
 Dir. Wm. Morris



# Ringing Family Differences Again

## Wax Hot; James A. Haley Aided Prez

Resurgence of the Ringling family differences which unseated Robert Ringling from the presidency of the country's No. 1 live top last week may not disturb the show's status in Madison Square Garden, N. Y., where the "greatest show" (etc.) is having its fouring acts instead of three, and two presidents are out.

Later may or may not be correct. Robert Ringling insists that the suit was not validly voted at the annual meeting last Wednesday (10) when James A. Haley, husband of Helen Ringling, was made president and John Ringling North became Vice-President. Head of the outcome Haley would go into court upon the advice of his attorney with the suit. It's not only a matter of who is boss of the show—Presidency calls for \$300,000 salary and \$50,000 Haley had the latter put in he was forced to take a "vacation" at the Washington prison camp last year, on account of the fact that Ringling insists he is still president. Haley and North took over the show's executive offices at the Garden. Deposed Haley was not left but left the building when he could not get the suit. North was president until about three years ago when he was supplanted during a financial upheaval in the corporation. He is one of the executives of the John Ringling estate and is said to be successful in liquidating Florida assets, principally real estate. There are legal proceedings pending in that matter, however.

Haley, who hails from Albama, was in charge of the show under North. He is said to have been conciliatory in attempting to iron out Ringling family differences. Haley was in the show in that direction before last week's meeting. One proposal had to do with exit, and another, Haley's position. Robert Ringling was to remain as president provided he agree that he was the checker of the corner was adamant against this point. "One plan created to Haley is that the country be divided into five to play eastern territory, the other to the four west. Whether that idea is feasible is to be decided. After Ringlings own the Sparks circuit, presently a truck show, but it may be replaced, however."

**Stockholders Snarl**  
RBB stock is owned by Mrs. Shirley Ringling, Mrs. Aurelia Ringling, Haley and North, who recruits minority stockholders. First two named hold 63% of the stock. Haley and North, who are said to be Ringling claim, there is a disagreement between the feminine duo to vote their stock jointly, so when Haley voted his wife's stock in conjunction with North's, it was improper procedure. He also claims that the trust agreement names Karl D. Loos, Washington, D. C. attorney, to be arbitrator in the event the feminine split in the vote. The shares owned by Mrs. Ringling (called Decedee by the family) and North, continued on page 63

# 400 CLUB, D.C., SHIFT TO TROIKA DENIED

Washington, April 16. Helen Hamilton, owner of the Troika, simply states that the man who will take North's place has been selected, but his name cannot be revealed until he severs connections with his current post. As a result, almost everybody even remotely connected with the booking of theatres is entering to find out who will fill North's vacant shoes. And that goes for GAC's artists, too.

**Colored Unit Produced For Central America**  
Isabel Green setting first all-colored group to go into Central America. Planned a petition filed with the court by Finance Commissioner J. S. Cave, who said the group had sold for \$100,000 since March 1, 1944. Amount due for the three years is \$4,500, the petition said.

# Gals Out as Bartenders In Chi by Union Edit

Disasters as bartenders are out here come April 30, according to formal notices mailed bistros open here last week by the Chi Bartenders' Union (C.B.U.). Merely necessary, unionists declared, because of the 670 members who were returned from the wars. Total of 191 are still without jobs. They admitted 125 females to membership during the war because of the scarcity of men, but the gals have to move out now to make room for the returning vets.

There are two exceptions, however. It is okay for a woman to remain at her own place, or if she's the owner's wife.

# New Racetracks Stimulate Talent Buying; 2 in N.J.

Building of new race tracks and opening of old ones in various parts of the country is providing new outlets for talent. The show-bus-ism established to nannies in those localities. Effect is especially evident in New Jersey. Two tracks will be running this year. Two are new.

In the Ashbury Park track, safe openings have been moved up from July 1 to May 30 because of influx of bantam fairs. The show-bus-ism nearby is expected to bring a heavy trade. Cates in that area include the Rector, Fenton Farms, Seabright Yacht Club, and the Maritime. All will attempt bookings of either names or name bands. Atlantic City is similarly expected to increase because of a track near there. Several prospective operators are talking to agencies in N. Y. regarding talent for new spots.

Philly cafes will get the benefit of the Greater City Race Camell, because of Philadelphia's proximity. Louisville, Ky. spots are buying the new name as usual for one week prior to running of Kentucky Derby, May 5. Two spots are due for the annual national GAC show, presently with a show topped by Alan Gable, getting \$1750, and Eddie DeLello at \$1500. While the Post and Paddock club will have a show with Artie Dann.

# Romm's Successor As GAC Theatre Chief Draws Lots of Spec

General Artists Board of Specimen mystery out of the success of the St. Charles theatre has been at the head of the agency's theatre department April 27. Everyone in the industry is entering to find out who will fill Romm's vacant shoes. And that goes for GAC's artists, too.

**St. Charles, N.O., Forgot License for 3 Years**  
New Orleans, April 16. Court order requiring operators of St. Charles theatre has been issued because they have allegedly failed to pay a city license for the last three years. The suit was issued by Judge Rene Violette of Civil District court.

Alameda allowed a petition filed with the court by Finance Commissioner J. S. Cave, who said the group had sold for \$100,000 since March 1, 1944. Amount due for the three years is \$4,500, the petition said.

# 'Vet Vanities' Prepped From USO-GI Troupers

Hollywood, April 16. Marlye Bland of J. Edgar agency, has put together vaude unit, tabbed "The Veterans' Vanities," composed of talented comedians either served in Armed Forces or, in case of females, entertained GIs overseas in USO troupes.

Bobby Jordan, one of original "Dead End Kids," top lineup, which includes line of eight Gai Girls; comedy act of Bennett and Alvin Flying Vavavans, Floyd and Sherry Troup, Peanut & Pappy, baritone George Jones and Alvin, musician. Unit is being offered to theatres at \$2,800 a week.

# USO Starts Pitch For Chorus Girls

High school camps have started a public campaign in an effort to get approximately 100 chorus girls needed for 30 units to be produced by September. Camp Shows is working with Army recruiting by sharing a Times Square, N. Y., booth, where USO gals make a pitch to sign up dancers. Those correlated are then referred to USO workshop for tryouts.

GI shortage has been extremely acute for some time. Harry Krivik, Camp Shows musical producer, recently made a trip to the States to try in an effort to line up sufficient girls. Trip wasn't productive.

# Hollywood Eatery To Be Converted Into Niteri at 100G Cost

Hollywood, April 16. Colony House, eatery on Sunset strip, has been sold to Eddie Merz to a Washington, D. C., night club operator.

Frederick is shuttered and will remain closed until \$100,000. Known as a night club, the eatery will be converted into one of largest niteries on Sunset boulevard.

# AGVA Nixes Gendarmes' Seven-Day Pony Week

Hollywood, April 16. Show seldom takes "no" for an answer, but they did last week when local office of American Guild of Variety Artists (AGVA) demanded that the R-Vill, who was placed on the "unfair" list. Shortly afterwards, night club event formed an association and threatened to eliminate floor shows unless London withdrew his name. AGVA has been asked to introduce a cash refund to the individual operators.

**Look 'Em Over, Check Their Wind Before You Buy, No Refunds**

National Council of Artists Corp. will show off a crop of its newest performers. Buyers are invited to Plaza N. Y. April 25, with Bill Slater, Musical sportscaster, as emcee. Group will speak or perform for 10 minutes each before 200 club-women heads from New York, New Jersey, Connecticut, Rhode Island and Massachusetts. The group will introduce new prospective speakers for next season.

# Chi Op Tiffs With AGVA By Firing Disliked Dancer

Chicago, April 16. Moech & Moech, seap tap team, were back at work at the Rumbone last week. The Rumbone, which has a week's layoff forced by Charlie Glenn, operator. Team, consisting of Glenn, Moech and Moech, were booked for four weeks at \$300 per, on the understanding that \$100 per, would be paid. Glenn has differences in the past, wouldn't be in the act.

Collins showed up at the operator. Glenn showed up at the operator. Collins, paired to American Guild of Variety Artists and the Rumbone, which has a week's layoff forced by Charlie Glenn, operator. Team, consisting of Glenn, Moech and Moech, were booked for four weeks at \$300 per, on the understanding that \$100 per, would be paid. Glenn has differences in the past, wouldn't be in the act.

# Lon Walters Orders Attorney To Seek Injunction Preventing AGVA From Interfering With His Club

# Can. Expo. Grandstand Burns With 250G Loss

Toronto, April 16. The 30,000-seater grandstand at the Canadian National Exhibition before which top-ranking acts have worked for two to four decades was twice burned to the ground over the weekend in a three-alarm fire. Damage is estimated at over \$250,000.

Cause of the fire is still unknown. Since the war, the various buildings in the city and its 347 acres have been used as training quarters for Canadian troops and the RCAF. Space under huge grandstand had been used as a recreation center.

# Ohio Niteri Ops Back Down On AGVA Boycott

Youngtown, April 16. Because local night club operators were divided among themselves, the proposal to eliminate floor shows completely because they were asked to put up \$300 cash salary bond to the American Guild of Variety Artists, the planned "boycott" was abandoned. So said "Blackie" London, head of the Cleveland district office of AGVA.

London said the owners of the Pines and the Blue Crystal, in near-by Glard had then they refused to join the boycott. The Rumbone, a large spots declined, the Gray Wolf Tavern, Club Lindo, and Torch Club. Walters decided to abandon the scheme.

Dispute began about six weeks ago when proprietors kicked about the AGVA's demand for cash deposits to insure payment of acts. All the owners met the \$300 cash demand except Paul Alvino, of the R-Vill, who was placed on the "unfair" list. Shortly afterwards, night club event formed an association and threatened to eliminate floor shows unless London withdrew his name. AGVA has been asked to introduce a cash refund to the individual operators.

# Look 'Em Over, Check Their Wind Before You Buy, No Refunds

National Council of Artists Corp. will show off a crop of its newest performers. Buyers are invited to Plaza N. Y. April 25, with Bill Slater, Musical sportscaster, as emcee. Group will speak or perform for 10 minutes each before 200 club-women heads from New York, New Jersey, Connecticut, Rhode Island and Massachusetts. The group will introduce new prospective speakers for next season.

Gabriel's coterie will include George Freedley, drama critic and N. Y. Library theatre division head; Alice Markey, tennis star; Tom Scott, balladeer; Joseph M. Levy, N. Y. Times Balkan correspondent; La Meri, dancer; Robert Parker, AP correspondent; Edward R. Byrnes, commentator.

# Copa, N.Y., Mutes Lounge Singers, Cut 20% Tap

Copa Lounge, N. Y., street-fronted lounge, the Copacabana, last week muted its musicians. Hereafter, vocals are out and all entertainers will be by instrumentalists.

Move was made to eliminate the 10% tax which has been levied on lounge almost as expensive as the main room.

Lon Walters, operator of the Latta Quarter, N. Y., has ordered his attorney to seek an injunction restraining the American Guild of Variety Artists from interfering with his operation of his cafe. Injunction, he says, will seek to force AGVA to submit to arbitration before any strike action is taken.

Complaint will further ask the court to prevent the union from retaining against him for the dispute which arose out of the tugboat strike in February, when Mayor O'Dwyer ordered all N. Y. commercial enterprises to close. Walters said that composer Vincent Youmans last week threatened to file for injunction. His attorney, Abe Berman, is executor of the Youmans estate, and plans will file suit. Berman is sufficiently clear of that matter.

Walters' determination to go through with the suit is an aftermath of the "unfair treatment" he claims the AGVA has given him. He contends that all performers, except small-salaried chorus girls, who are paid by Walters and who are reported for work, or called up about going on, that night should get paid. Walters said that the issue requires should be decided that night's pay. Issue came to a head on night when Walters said that the AGVA threatened to pull the show, because disputed claim wasn't paid. Walters said that the issue requires should be decided that night's pay. Issue came to a head on night when Walters said that the AGVA threatened to pull the show, because disputed claim wasn't paid.

Further repercussions on the belief of operators of performers at Walters' quarters, including the LQ, when Ann O'Connor, featured striptease, Don Saxton and Fay Carroll, were told to leave the LQ, show were tried before arbitration board of American Guild of Variety Artists. Walters said that the issue requires should be decided that night's pay. Issue came to a head on night when Walters said that the AGVA threatened to pull the show, because disputed claim wasn't paid.

Walters says he's fearful that Matt Sheikey, national head of AGVA, will take further retaliatory action, consequently he's seeking the injunction.

Three were fined \$250 each with recommendation of 60 days in lieu of mitigation circumstances. In defense, the trio testified that after the AGVA rep had told them not to go on until Walters paid off, Walters told them he had settled and they were to go on. The LQ, show were tried before arbitration board of American Guild of Variety Artists. Walters said that the issue requires should be decided that night's pay. Issue came to a head on night when Walters said that the AGVA threatened to pull the show, because disputed claim wasn't paid.

# NVA 30TH ANNUAL BENEFIT APRIL 21

Thirtieth annual benefit of the National Variety Artists, formerly sheduled for April 19, has been postponed to next Sunday night (21) has been switched to the Majestic theatre. The move was made because of the income being made for the incoming Edith Merman musical, "Anne Get Your Gun," which opens April 17.

George Jessel, honorary chairman of the benefit, will plane from the east for the show. He will also vaude appearance at the Rosy, N. Y.

# Fire Defers Ross Sis

Ros Sisters are temporarily out of the show business because of the fire at the Rio de Janeiro, because of a fire that destroyed their props. Their California manager, Harry Ross, is disclosing any details of the blaze.

Act expects to resume in a few days. Ross said that the fire had a new set of stands for their act.



## USO-Camp Shows Supporting Acts With Service-Contracted Ailments

## PERSONAL MANAGEMENT



















## Broadway

[illegible]

## London

[illegible]

nouncer to  
tory.

[illegible]

**D. I. S. •**

[illegible]

Town" cast  
by Lee Edwan

[illegible]

## Dir 1

[illegible]

**Y** **C**

[illegible]



# Pictures Tell

# 'THE LIBERACE STORY'

## RADIO



Liberace and James Melton share the honors with Hildegard on the C.B.S. Texaco Star Theatre. "Liberace's performance made a return engagement a must!" James Melton.

## THEATRES



"Liberace demonstrates a stage personality that elicits the sought-for intimacy with the audience." Roxy Theatre, N. Y. Variety.

## SERVICE CONCERTS



Liberace entertains at the Air Force House in Montreal marking his 1,000th performance for the armed forces.

## RADIO



Liberace and James Melton discuss the script with Jan Clayton on the C.B.S. Texaco Star Theatre.

## HOTELS



Liberace at the N. Y. Plaza's Pension Room. "The enthusiastic welcome for Liberace was due to smart staging, the darkened house, the Steinway piano, his versatile talent all of which the audience loved." Gene Knight—N. Y. Journal-American

## CONCERTS



Liberace and Leonard Bernstein read the reviews following a concert in Canada. "The recitals by Liberace have become dates eagerly looked forward to by devotees with resulting sell-out houses." Gotham Life

## TELEVISION



Liberace in a recent television broadcast in Technicolor. "Liberace is the Chopin of television." Eddie Sebel, Director N.B.C. Television

**Current Tour:** STATLER HOTEL CLEVELAND Apr. 22-May 5    STATLER HOTEL DETROIT May 6-May 26    STATLER HOTEL BOSTON June 3-June 22

Personal Direction: GEORGE LIBERACE





# THEATRE

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VOL. 162 No. 7

NEW YORK, WEDNESDAY, APRIL 24, 1946

PRICE 25 CENTS

## LEGIT'S FLP SALE FOR RADIO

### WOOS JAZZ AS WEAPON OF TOLERANCE

Chicago, April 23. "Jazz as a Weapon of Democracy" might well be the subtitle of the interesting series of six discussions on "Jazz and the Negro People" being conducted in Kell, sponsored by Mayor Edward J. Kelly's Commission on Human Relations. The sessions, which wind up May 17, are regarded by many educators here as a revolutionary method of fostering racial understanding. What they really amount to is "show-biz in action" against intolerance.

Discussions, put on by the Commission in cooperation with boys' and girls' sections of the Southern Y.M.C.A., are designed to bring about greater understanding between white and Negro teen-agers, as opposed to the idea that this is better than all the "love thy neighbor" preachments on record.

Jazz discussions, which feature live musicians when available, as well as recordings, are expected to be democratic influences inherent in jazz and its performances—"jamming it" in other words, as opposed to orderly, conductor-dominated sessions. From there, the sponsors point out, it's just a step to the difference between the democratic form of government and the other kinds.

### MacPhail Homers

With the B.O.s Fall  
In Yankee Opener

By MAURICE BERGMAN  
Larry MacPhail, quondam colonel, raised the curtain on his 1946 hit last Friday. The New York Yankees produced looks bigger and better than ever.

The wise boys are predicting that a shrewman of MacPhail's capacity cannot stay out of showbiz for long. Already some of the boys are nominating him for baseball's No. 1 Barroom. If showmanship is doing the simple thing at the logical time, then nothing can eclipse the red-headed maestro.

In dressing up his show at the (Continued on page 59)

### Billy Rose a Thorn

To Co-Ed Beauty  
Memphis, April 23. Billy Rose cut himself a nice slice of publicity in these parts with a letter to Mort Sackheim, editor of the Mississippi State College yearbook, The Revolve, in which he said that pretty girls don't go to college.

Sackheim had asked Rose to pick the beauties for the annual from a group of co-ed photo. Rose obliged, but denied campus beauty in his accompanying missive.

State students struck back with the declaration that they'd match an Rose could produce, for beauty of the gals.

### Diplomatic Note

Washington, April 23. Oil painting of Gypsy Rose Lee hangs in the State Department these days. More accurately, it is in the office of Assistant Secretary of State William Benton who owns the divo, a scene from "Star and Garter." Benton insists his interest is in the artist, not the ex-stripper. Seems Reginald Marsh, who did the painting, was a friend of Benton's at Yale and the diplomat has been collecting Marsh's work ever since.

### B'wayites Held Vital To Straightening Out The Longhair Kinks

What opera needs is a hit in the arm is stage direction by "Broadway people," according to Gian-Carlo Menotti, the composer. A Margaret Webster directing a "La Boheme," Orson Welles doing a "Moby-Dick," even Salvador Dali taking a hand at opera staging, would give traditional music-drama the inspiration and lift it now lacks. Opera doesn't need any special type of stage director, Menotti claims.

Opera staging and sets are too conventional, he adds, with traditional 19th century style sets common. (Continued on page 30)

### Cantinflas, Ex-Matador, Back in the Bull Ring

Brownsville, Texas, April 23. Cantinflas, top Mexican comic, will star in a bull fight in Matamoros across the Rio from here Sunday (28). While Cantinflas will work in comedy costume, surrounded by a comedy troupe and will burlesque the traditional routine of death-in-the-torero, the fight will be a money show. Two bulls from established fighting stock will be used and Cantinflas will be the main attraction.

Promoters of the fight would not disclose what they were paying the scenic comic. It was believed he'll take a percentage. The admission is \$2.50 in the shade and \$1.50 in the sun (U.S.) with boxes scaled higher. Bull ring seats more than 2,000.

Cantinflas first made his reputation as comedy bullfighter, graduating to the screen from the arena. He appeared some months ago in the Matamoros ring. Border bull fight fans declare he is a skillful matador. Four other bulls will be divided between Paco Herreros and Antonio Barreda, junior matadors who will play it straight.

### Eastern's N.Y. Bullishness Aunts Sock Summer B.O.

Holy Week's comparatively strong business surprised Broadway in all its facets—legit, pit and nieces. The draw is credited to the influx of out-of-towners, and is taken to mean that with tourist restrictions off, this summer should see New York at peak b.o., if the Easter holiday travel is any criterion.

### PIC BIGS SPEND OVER \$2,000,000 IN L.A. REALTY

Hollywood, April 23. Film execs are large real estate business in the Hollywood vicinity, with two separate groups buying more than \$2,000,000 worth of soil, not directly connected with the motion picture industry.

One group, including Edward Small, Daniel T. O'Shea, J. R. McDonough and B. B. Kahane, has bought a tract of Wilshire Boulevard territory for \$1,400,000, with the idea of constructing a 12-story building and other improvements amounting to about \$4,000,000. Another buy is that of Charles R. Rogers and associates, for \$600,000 in Beverly Hills, opposite the City Hall, having no connection with film production.

### Kurnitz Trying to Get Gene Kelly Into Harness

Hollywood, April 23. Harry Kurnitz, Metro scripter, played to New York Monday (23) to confer with Gene Kelly about the purpose of persuading him to get into harness immediately after discharge from the Navy. Kelly had notified the studio that he would not work for three months after his discharge in May.

Producers Arthur Freed and Joe Pasternak also have a number of offers lined up for Kelly.

### French Lift Nazi Cloud From P. G. Wodehouse

Paris, April 23. Writer P. G. Wodehouse has received notice from the French government that he's been completely cleared of any charge of collaboration with the Germans. He had been arrested from Berlin in 1940, Wodehouse had previously been vindicated by the English government and is now free to return to England at any time.

Both governments have reportedly accepted the writer's story that he hadn't been aware his broadcasts to England and the U.S. were part of a vicious Nazi propaganda drive. Wodehouse told both the French and English that when he was asked to broadcast from Berlin, he had believed that his readers in England and America were concerned over his welfare. Nazi assurances that he would be able to play to allow him personally to set his friends' minds at ease via the airwaves.

Wodehouse is presently planning a trip to the U.S. some time this year to resume both his lyric writing and fiction. Scripter of the lyrics for "Ally Bill" from the "Show Boat" score, he's written a dozen or so lyrics since the war and believes they'll appeal to American publishers. Doubleday Doran, his American publishers, are planning to publish two of his new novels ("Joy in

### Too Sensitive

In view of the fact that the Belasco theatre, N. Y., has been tenting a new legit play on an average of every three or four weeks this season, the Broadway mob thinks Don Appell's a sucker if he doesn't change the title of his new play.

Play, which opens at the Belasco next Tuesday (30) night, is tabbed, "This, Too, Shall Pass."

### Hildegarde's 174G, Plus Split Over 57G Gross, A Femme Theatre Record

At \$1,500 at the Broadway Capitol, Eddie Cantor's more than \$20,000-as-his share on a split at Loew's State, N. Y.; Fred Waring's \$20,000 at the N. Y. Roxy; the sundry bands' share on percentage at this or that key city delouser; and the \$25,000-a-week offered Frank Sinatra (which he mixed) are show biz highlights. But the \$17,500 weekly guaranteed Hildegarde, with a package stage show, is probably the high for a headlining femme in the vaudeville.

She opens June 21 at the Chicago, with a split over \$67,000. Jan Murray, Patsy Kelly, Mario & Flovia and Harry Sorokin (her radio maestro) conducting a Chicago pit band comprise the show. That's all Music Corp. of America wants to pre-date, utilizing the Chicago theatre booking as a test, as Hildegarde has been asking a \$22,000 guarantee against percentage.

### TEST JUDGMENT OF N. Y. CRITICS

By GEORGE ROSEN

One of the most unusual shows in recent radio annals is in the process of being blueprinted at CBS. The show has significant overtones, particularly for the show business minded, since it will tie in with the controversy currently raging as to the status of dramatic criticism in America today.

In effect, the CBS show will carry to the public, via a weekly coast-to-coast series of legit show adaptations, the question as to whether or not the legions (drama, comedy, musicals, etc.) that failed to make the boxoffice grade on Broadway were deserving of more "critical judges."

The plan calls for CBS to wrap up the rights to Broadway flops over the past quarter-century, but particularly those of recent vintage, and adapt them to radio. The show is planned on a broad, full-production scale with an eye to immediate sponsorship, with too many included.

(Continued on page 20)

### Budapest Pays Off Its Actors in Food; Allows Edibles for Admission

Budapest, April 23. An arrangement by the Actors Guild here with the Theatre Managers Assn. has been made whereby performers may receive salaries in food calories or their equivalent in cash. Besides his usual salary, an actor may receive 14,000 calories in food plus 5,000 calories for varying from week to week according to market units. With food as the more attractive exchange unit here, bartering has been extended to theatres by permitting edible items to be admission fees.

### The Hour of Charm

All-Girl Orchestra and Choir

Conducted by Phil Spitalny

10th Year on the Air  
Sundays, 10 P. M. E.S.T.  
N.C.



# H'wood Using B'way Formula for 'New Hits—Dust 'Em Off and Add Unes

By WHITNEY WILLIAMS

Hollywood, April 23. Story departments of the major houses in a busy tizzy to line up dramatic properties for conversion into musicals. They're dusting off forgotten inventories in an effort to find some promising material which will bear the potentialities of another "Oklahoma" or "Carousel." Or, more recently, "State Fair," which still remains a viable memory.

Long-time success of both "Oklahoma" and "Carousel" is pointed out, as indicative of low a dramatic piece may become a musical hit. Former is rewrite of "Green Grow the Lilacs," latter a play in which a few years ago would have been rejected of musical caliber.

20th-Fox started ball rolling some (Continued on page 62)

## Kaufman-Ferber Win Appeal, Also Fancy Legalistic Opinion

An unusual quotation that attorneys expect will be found in many forthcoming legal decisions marked the affirmation handed down by the U. S. Circuit Court of Appeals in New York last week of a previous decision in favor of George S. Kaufman and Edna Ferber. It was originally brought against the writers by Madge Christie in 1940, charging that their play, "Stage Fright," was an infringement on her work, "Thru the Looking Glass." Christie's light as air argument, "The light is as holy writ" is the quotation which had plagiarist attorneys chuckling. Decided, written by the learned (Continued on page 15)

## MONTE BLUE SEES RED, KLUXER GETS KAYOED

Hollywood, April 23. Monte Blue won a one-punch bout from a stranger who approached him to join the Ku Klux Klan. The actor was leaving the Warners lot. Blue was hailed by the Kluxer, who seemed familiar. Blue thought he knew the man, who began to lavish praise on him and then finished with "We need men like you in our organization." Pulling out a membership blank, he offered it to the actor. Blue took one look at the fellow, threw a Sunday punch which floored the Ku Klux Klunker on the cement. Guy dropped his blank, rolled to his feet and ran, leaving Blue with a bruised knuckle.

## Vidor Sues Col. to End Pact After Rough Talk

Los Angeles, April 23. Rough talk at a film exec's is the basis of a suit filed here in Federal court by Charles Vidor, director, seeking termination of his contract with Columbia.

Vidor charges that a Columbia official "addressed him with obscene and abusive language and, after the director failed to rise up on the terms of the contract, He was signed to a seven-year term contract in June and subject to frequent medical treatment by humiliation or selection to subordinate positions at the hands of the company executive."

## DeSylva, Mandel Have That B'way Yen Again

Two seasoned talents have returned Broadway again. Buddy DeSylva wants Lindsay & Crouse to do the book for a legit musical which his production, David S. Ward, will produce with him.

Frank Mandel (Schwab & Co.) has sold his Beehive, and also plans renewed activity on Broadway.

## Judy Bonused—Sticks

Hollywood, April 23. Judy Holiday has turned down offers to go to the Coast, and is sticking with cast of the Broadway comedy hit, "Born Yesterday," after receiving a "sharp increase in salary plus a cost star."

"Born Yesterday" is now ending a second company for a run aimed at Chicago, starting in September.

## 'Alice' With Songs

Hollywood, April 23. Songs for "Alice, Sit by the Fire," Charles Brackett's Paramount production with Mary Martin, will be composed by Frederick Spielman, a European refugee. The film is the first American film score. Leo Robin is indicated as the probable lyricist, writer.

## Other Chi Amus. Spots Added to List Operating Illegally in City Clamp

Chicago, April 23. Additional City business establishments which have been operating on license-free receipts only—and therefore illegally—were "added" last week, among them the Great North theatre, leased by the Shuberts and now housing "On the Town," and the Mills Industries factory, where jukeboxes, "Soundies" machines, etc., are ground off the assembly line.

Two newest spots named are in addition to the 53 place theatre, two legit houses (Opera House and Civic theatre, latter leased by John Wildberger), and 12 nighties already (Continued on page 61)

## He Takes Goodman Ace To Task for Fingerprinting

Editor, VARIETY: I got a big laugh out of your interview with Jimmy Vanuxem last week about his work with radio comedy. You sure picked a Big Man to quote as an authority on radio comedy.

Isn't he the Big Man who wrote the Danny Kaye show? For a good reason. This season? Why, because they're with radio comedy.

You sure picked a Big Man to quote as an authority on radio comedy.

Isn't he the Big Man who wrote the Danny Kaye show? For a good reason. This season? Why, because they're with radio comedy.

You sure picked a Big Man to quote as an authority on radio comedy.

So all he does is sit around talking about radio comedy through his hat—with a built-in hollow echo chamber.

The trouble with radio comedy is that there are too many people not doing it. So all he does is sit around telling what's wrong with radio comedy. You don't hear a topflight comedian like Jack H. Hinkle, Jr., talking about radio comedy. Instead of quoting the Big Man why don't you get Lou Costello to do a piece on what's wrong with radio comedy? Or Bob Hope? Or Cass Daley? Or any other of the other topflight too humorous to mention?

I'll tell you why. All these people are too busy making money laughing, and going to the bank to waste time giving out sour-grape humor. So you can quote a mug out of front page as an authority.

## Circusey 'Pagliacci' Set for San Antonio

San Antonio, April 23. Grand opera traditions will take a beating here when "Punchinello" world-premiere at the Sunken Garden amphitheatre June 6. It is an American version of Leoncavallo's opera, which premiered at the P. O. Show is the work of George Lee Marks, program director of KTXSA here.

Marks has written the libretto and has written into the script clowns, magicians, jugglers, jugglers, and other circus acts.

Instead of an old fashioned chorus, modern "cheese" will take over the local boards. Show is set to run four days here and is being presented under the sponsorship of the newly organized Sunken Gardens Attractions, Inc., a civic institution.

## 201st WEEK! KEN MURRAY'S BLACKOUTS OF 1946

Grant Accomps Korda's 'Abroad on Predit O.O., Merediths Go in May'

Alexander Korda and Cary Grant played out of New York together Saturday (20) for Paris. They'll spend a few days there and then proceed to London. Grant recently made a deal to produce and star in British-made films under Korda's banner and he'll look over the first initial film is not slated to go until April 1947.

Korda has been in the United States about six weeks, making deals with players, purchasing equipment (Continued on page 22)

## JOLSON AND JACOBS EYE PALM SPR. HOTEL

The Torney General hospital, Palm Springs, Cal., formerly El Mirador hotel is being turned back to owners, and Al Jolson wants to buy it. Over \$1,000,000 is the asking price.

Jolson's hotelier friend, Walter Jacobs (Lord Tarleton, Miami Beach), is flying west to huddle with the star on the possible takeover.

## Frozen Foods to Replace Popcorn in Cinemas?

Newest gimmick for taking housewives out of the home and putting them in a theatre is a plan to sell frozen foods via automatic vending machine in lobbies. Idea is that the little woman can enjoy a martini without worrying about the food she should be cooking for the husband while he's ready to eat it at 8 p.m. All she has to do is insert the requisite number of coins in the slot to receive completely prepared foods (that don't require more than 20 minutes in an oven before serving).

Scheme is being worked out by the Grand Product Corp., which operates super-market frozen food markets in New York, known as "Gardens of Eatin'." Sam Matsway, who runs the outfit, is awaiting completion of experiments to determine best form of refrigerated vending device. He expects to have the machines in theatres within the year. Idea of selling food to housewives in film theatres is a facet of Earl Carroll's plan, set forth in Vauxer's "Theater Plan," for his new City Theatre on the Coast. There he expects to "sell them everything."

The plan is to use the drawing power of films in bringing people in to sell them all sorts of other products.

## Ingrid's 37 1/2% Slice

Hollywood, April 23. Ingrid Bergman's new picture, "The Sign of the Cross," is a reported surprise for the star role in "Arch of Triumph" calls for a reported salary of \$100,000. Ingrid is reportedly 37 1/2% of the picture's profits.

Start of the film has been delayed a few weeks, for the star's health. Miss Bergman's future schedule, Lewis Milestone will direct.

## Warner, Jr. Marrying

Jack Warner, Jr., son of the WB production head, may marry Nanette Fabray, lead of "Bloomer Girl."

Legit musical is headed for the Coast after two seasons on Broadway, but the musical is being delayed by the legions, like the road. Young Warner came out of the Army with the rank of major.

# The Berle-ing Point

By Milton Berle

Joyce and our baby, Vicki, found out what an Easter parade is to a March in April. I was really proud of Joyce because she looked like one of the 400. . . And that's what her outfit cost—400. . . People who saw me in the parade said I looked like something out of Esquire—a typographical error. My wife had a hat that looked like a box of fruit. It didn't work out so well—everyone she passed a cop, he'd swipe a banana. . . People walked up and down the avenue nodding to each other. . . I passed Lana Turner. . . "Beeching down" the fellow in the parade looked as if he was wearing blue spats, but they weren't spats—he wasn't wearing stockings and his feet were cold.

## The Great 'W' Way

Business at the Carnival fell off to capacity this week. . . Nicky Blair no longer counts the money—he weighs it.

My agent tells me that two movie studios are fighting over me. . . I went last time I went out to the Coast I caused an armistice.

Arthur Blake knows a fellow who walks in the middle of the street because he owes people on both sides.

Understand Lillian Hellman is writing an adaptation of her play for Grossinger's called "The Little Loxes."

So Villomay is also writing a new book about himself entitled, "I Layed Off Under Four Presidents."

Jack Durkin tells me he's writing a book too. . . It's about Stalin, Molotov and Gromyko called "The Three Moscow-tears."

Joe E. Lewis has just had another home broken upon him. A certain horse on whom he'd lost a lot of money felt so bad about it she named her foal after him.

Horrible thought: One of these days Joyce Adams is going to hit Tony Canzoneri too hard.

The Theatrical Pharmacy is having a special: A closing bit and an eyebrow pencil, 25c.

## Haggan Descriptions

Broadway: A small world with smaller people. . . Bill Robinson: The Match of Time. . . Ray Milland: Rye Milland. . . Lois Andrews: Hussy Hobbs. . . Haggan: A wig was worn by Haggan. . . Sailors and Soldiers Monument.

## Coast-to-Coasting

Mother went to the Higgins motorboat show and was very disappointed. . . no samples.

Garson's back—and I'd like to scratch it.

Phil Barkley says the elevator operator at the Waldorf are so snooty they won't go down without a weather report.

Understand the postoffice will soon put out stamps with flavored glue. . . Gee, it'll be nice to walk into a drugstore and say, "Give me for 3c a tutti-frutti stamp."

The new trend seems to be pictures with "Sun" in them. . . "Diel In the Sun." "Walk In the Sun." The MGM lion now wears dark glasses.

## The New York Times

That George Jessel will play the Roky because he needs the money. . . That Barry Gray was elected "Mayor of Chicago." . . That before you're permitted to view a Bob Hope picture you have to see a picture. . . That New York city will reopen the burlesque houses to alleviate the housing shortage (I had an uncle who used to get letters in care of Minskys. . . That New York City is going steady with Philadelphia. . . That Sinatra is handling MCA.

## Old Jokes at Home

Next week's display of Phil Harris' feature at the Carnival. . . Waters drop from the ceiling by parachute to take your order (ceiling prices).

Dropped into the Gaiety Delicatessen. . . business is so good they're thinking of making the place smaller.

Bob Crosby sounds so much like Bing in voice that he's gone to a scalp expert to get his hair to look like Bing's.

My brother, the one with the negative personality and bankbook to match has a new job. He mixes Scotch with eyeshaw for people who like to drink only with this eye.

## Self Thought:

You think women's hats are expensive? Bought a hat for \$5 and spent \$17.50 a year checking it.

# Mpls. Cafe Becomes Catholic Church, Sundays Only; Housing Shortage

Minneapolis, April 23. The Boulevard, nightclub and tavern in Golden Valley, local suburb, will serve as church "for a day" every Sunday, until the Catholic Church of Good Shepherd can build its own house of worship or find more suitable meeting place. The "installed" services, like other war veterans, Rev. Father Thomas J. McNamara, Army chaplain, will be held at the second of 18 months overseas, arranged with Stanger, nightclub owner, for Sunday Mass. McNamara's appointment followed priest's appointment by Archbishop John Gregory Murray to St. James parish.

Father McNamara held first of services in nightclub on Easter Sunday. Unit was held at St. James, making dancers and other patrons left establishment—then came the war.

After closing Sunday morn. Stanger and his employees set about transforming place into a makeshift church. The installed services, altar, floor carpeting, chairs, altar railing and heavy array of flowers, all were returned after Mass. McNamara said he will be set up on Italian battlefields. Father and two Masses Sunday morning. McNamara will be followed by 100 from congregation and scent of flowers overcame stinkiness of night. McNamara will be followed by 100 from congregation and scent of flowers overcame stinkiness of night.

## Harness Haywood Books NSG to H'wood Bookies

Hollywood, April 23. A horse is a horse, whether you look at it, but when the jockey sits in a sulky instead of perching on a wooden back, the Hollywood bookies don't like it.

Railbirds at Santa Anita gandered at trotting and pacing races, popping around the track and gave up in confusion. The bookies—about 100—were off to the races to get an insight into the harness business. It seems the farmyard boys have their own methods of book-making.

## M-G's DIXIE BELLY QUEST

Memphis, April 23. Metro is conducting a quiet hunt in these parts for a tall gal to play opposite Jimmy Rooney in "Uncle Andy Hardy."

E. B. Coleman, M-G exploitation head, believes he has secured a lead to film editors on the dailies that the studio wants a six-foot-tall honey from Dixie, plenty of legs and a good eye, any pigmentation, for the Rooney lead. No contest, or badly. Just an honest hunt, says he.

## Skouras Details 20th-Rank's New Overseas Theatre Chain, 6m Plans

Organization of a new overseas theatre circuit by Arthur Rank, to be owned in equal partnership by Gaumont-British, in which 20th-Fox has a substantial interest, and Rank's Odeon circuit, was disclosed yesterday (Tuesday) by Spyros Skouras, 20th-Fox president, returned from Paris (19) from a month's trip to England and France.

Odeon will spend from \$4,000,000 to \$6,000,000 on the new circuit, which is presently in the process of formation, Skouras said. He did not specify in what countries the new chain was to operate, other than to point out that it was "overseas" from Britain and the U. S.

Skouras also disclosed that 20th-Fox planned to enter the foreign distribution field for 16m films in a pitch to capture some of the large grosses expected from narrow-gauge films abroad. Besides releasing its regular features and shorts on 16m prints, 20th will also set up a special production outfit to make educational films for the 16m program. Narrow-gauge operation is also currently being formed, Skouras said, adding that the program would make the acquisition of 20th of any 16m houses. Instead, the company will use mostly mobile units to take its product into foreign hinterlands.

Expanding on reports that 20th-Fox would widen its production base, Skouras said that the British Board of Trade approved the building application. Studio, to be erected in London, will produce four to six pictures annually. Program also calls for an exchange of British and American stars and producers, in order to equip each film with wider prospects for the international market.

Skouras said he held several similar deals with British firms in London and had been impressed with the "vast improvement" shown in the film circuit. For instance, the 20th-Fox silver went to France with Murray Silverman, president of 20th-Fox International, and Francis J. Harley, 20th-Fox, Ltd. president, to survey the French production scene.

In France, Skouras concluded arrangements with Marcel Hellman, French producer, to release three of Hellman's pictures in the U. S. and England in '46-47. First on the list will be "Wanderers of the Desert," already completed. Deal was set, Skouras pointed out, to complete his company's quota requirements with the French government.

Skouras said that 20th-Fox planned to produce 25 top-budgeted A pictures (Continued on page 15)

### WB's 2-for-1 Split?

Insiders meet the status of a killing yesterday (Tuesday) on Warner Bros. stock. Tipped came word that the stock was not hot and a good buy—this turned out to be true. It closed at 47 1/2 Mondays and 50 1/2 yesterday. Financial circles state it is destined for 60 in a hurry.

Reason for the rapid uptick is a WB plan to split the shares, giving two for one, as soon as 60 is reached. Company is also planning to issue an "extra 12 dividend, upping the payoff from \$2 to \$4 a share.

## Wall St. Sees New Pix Peaks

With theatre attendance running at a new peak, gradual improvement in foreign revenue and lower taxes to point to sharp earnings gains for film companies and probably some larger dividends this year, according to Standard & Poor's analysis of April 17. Standard's survey pins bulk of hope for bigger earnings on a combination of strong admission price structure, a new picture theatre-going as not only an entrenched habit of a major segment of the population but one that is, being stimulated by more touring from shorter working hours and readiness to spend at the present high level of income. This is pointed up in the face of increasing availability of other forms of diversion, curbs on new building, and deleterious effects of crowded conditions in leading metropolitan theatres.

The financial statistical service indicates that the industry is now on a level at about 10% over the indicated 100,000,000 of 1945 (It also (Continued on page 20)

### Schafer's Deals

Hollywood, April 23. Bertram A. Mayer, attorney for the Equity Capital Corp. and a member of the U. S. law firm of Fletchman, Mayers & London, has arrived from the east to sit in with Victor Schafer on a number of production deals now in the closing stages.

Several deals are expected to be concluded within the next few days.

## National Boxoffice Survey

**Big 10 Doing Biggest Biz Headed by 'Dragonwyck,' 'Follies,' 'Virginian,' 'Saragota Trunk'**

New product really hit the key cities this week. The broad release of school holidays helped swell biz in many spots. Virtually all keys reported smash turnouts. The big money-makers currently are "Dragonwyck," (M-G), "Follies" (I-P), "Saragota Trunk" (WB), "This Day Forward" (RKO), "The Virginian" (RKO), "Devotion" (WB), "Bacomb" (M-G), "Blue Dahlia" (Par) and "The Sign of the Cross" (RKO). The latter, under the original name, based on amount of business and number of spots now playing.

Just missing the top 10 are "The Outlaw," based on strong biz still enjoyed in L.A. and Chicago; "Gilda" (Col), which looks a powerful corner but in only four spots generally; "Tomorrow" (RKO) and "Bandit of Sherwood Forest" (Col). Last two now are about four keys each, but still big.

To this could be added two newcomers, "Kid" and "Bad Sascara" (RKO) and "Make Mine Music" (RKO-Di). Each opening to colonial biz in N. Y., and both set-

A new national distribution company—set up on the original pattern of United Artists—is being formed here. The new outfit will handle 10 to 12 pictures a year, to be made by Goldwyn and other top independent producers.

James Mulvey, for many years distribution head for Goldwyn, will top the new outfit. But he has been in the making for months, and was finally formulated on the Coast during the past few weeks. Mulvey, returned to New York Monday (22) from Hollywood, where he had been huddling with Goldwyn and other potential producers for the organization.

New move means the loss of Goldwyn product to RKO. Producer has been distributing through that company since his interest in United Artists several years ago. "Kid from Brooklyn," which goes into general release shortly, will probably be Goldwyn's last RKO film. Company on renewing his pact with UA is entirely the producers'.

Mulvey's idea for the new organization is to handle a few pictures (Continued on page 22)

## 'Hucksters' Deal Sets Precedent

Hollywood, April 23. The Screen Writers Guild has under consideration a new clause in its basic contract with film producers limiting all original story deals to leases rather than outright sales. This provision would prevent a film remake without additional payments to the screenwriters. Hundreds of previous properties have had at least one remake and as many as 50 have had two.

The clause, which would set a new level at about 10% over the indicated 100,000,000 of 1945 (It also (Continued on page 20)

Perber received an additional \$50,000 on her novel, "Saragota Trunk," because Warner asked her for two more years beyond the original seven-year lease for which it paid \$175,000.

This type of clause may possibly spread to other writers' guilds, including the playwrights and novelists.

Perhaps indicative of present trends toward one type of picture is the popularity of glorified gangster films. Three that currently are taking in big coin are "Bacomb," "Virginian" and "Saragota Trunk." The latter was "Duke" (Rep) and "Abilene Town" (UA) that were sharing in this vogue.

The new clause, which one follows another into the same city too soon, as was indicated this week by "Kid" and "Bad Sascara" (RKO), either one or the other suffers. (Complete Film Boxoffice Reports Pages 1-13)

## Mayer's Blast At Too Costly Pictures Reflected throughout the Biz Although Admittedly Difficult to Cut Much

### Koerner's Option Deal

Hollywood, April 23. Recent rise in the market quotations on RKO stock brings up a problem through the death of Charles W. Koerner, late chief of the studio, whose contract, approved by the Department of Treasury, gave him the right to buy 50,000 shares of RKO common stock at \$1 a share. Now it is up around \$30.

Problem is whether his purchase rights may be inherited by his widow or his estate.

## Par's Overseas Theatre Plans

Far-flung plans of Paramount to acquire theatre holdings abroad in partnership with nationals of various countries is reason for the training now being given a former Army major in the company's New York office. Trainee is Henry G. Pitt, the 32 from London, who parachuted into Germany with an airborne division and captured Hitler's No. 1 valet, Julius Streicher.

Pitt, who was an attorney prior to joining the Army, is currently undergoing a course in theatre operation under Leonard H. Goldenson, Par's theatre topper. He's slated to snitch his activities to the studio in order to gain experience in the field.

When the time becomes propitious, Pitt is expected to be sent to make contact with exhibitors and monied interests in Europe to enter into entering theatre partnerships with the company.

Pitt, as a member of a "Pathfinder" unit, was the first GI into Normandy. He was wounded three times.

## N.Y. KNEE-DEEP IN RKO PIX; ADS BRAG OF IT

With the RKO trademark currently well represented in Greater New York, the company is plugging the fact in institutional display ads in the N. Y. papers.

During the past week, for Easter, three RKO pictures opened first-run dates in downtown N. Y. houses, namely "Make Mine Music" at the Globe, "This Day Forward" at the Palace and "Bedlam" at the Rialto.

"Tomorrow Is Forever" continues extended run at the Garden and, in addition, "Bells of St. Mary's" and "Spirit of the Night" RKO nabes the Greater N. Y. area this week.

"A Very Remarkable Fellow" (Continued on page 22)

## Powder-Puff Producers Hit Heavy RKO Shed

Hollywood, April 23. Three feature producers will make four names for RKO within the next few months. Two of them will be handled by Joan Harrison, who will start "Nocturne" May 1. "They Won't Believe Me" May 2.

Lillie Hayward, recently upped to the top of the studio, but not with "Banjo," which she is scripting. Harriet Parsons follows July 8 with "A Very Remarkable Fellow" (Continued on page 22)

Charles Chaplin takes on a new role as associate director on his forthcoming production "Modern Times" with Robert Florey functioning as the other associate director.

Florey recently moved out of Warners where he wound up as director of "The Bear With Five Fingers."

Louis B. Mayer's recent blasts sent the necessity for economy in production costs at Metro has had repercussions of other studios. Virtually all of them have had meetings—formal or informal—during the past few months in which necessity of slashing costs has been discussed—but not demanded.

General feeling among producers on the various lots is that an economy drive, at the moment, isn't very practical. They point out that there aren't many costs on a major picture—with emphasis on quality—that can be cut.

One producer for a major lot suggested, with just a bit of bitterness, that if any slashing is to be insisted by front offices, they should start with studio overhead. That's a reflection of a certain Hollywood report, whether true or not, that actual production cost on a recent big, slick, made-in-New York picture was \$385,000, but that by the time various overhead charges were assessed, the total cost went on the books for more than \$900,000.

One of Mayer's ideas for reducing costs is to shorten pictures. Individual producers say that's fine, if it can be done, but that pictures are usually a certain length for a certain reason. One of the reasons is that meat prevails and other audience tests prove that the quantity (Continued on page 16)

## \$85,000 FOR COLUMBIA YARN NOT YET ON PAPER

Hollywood, April 23. Perhaps a record in the industry with nothing on paper is the \$85,000 Columbia Pictures will pay Edwin J. Mayer and Oliver H. P. Garrett, who merely told Harry Coen their script idea for a forthcoming picture, "The Sign of the Cross," which is chiefly instrumental in the sale. He owes Col a picture in return for a very large sum who borrowed by Warner Bros. for "Night and Day."

Boat liked the theme of "Turn of the Mind," meller of the New York in 1934 and quickly sold Col Jerry Coen on the sale.

## VARIETY

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## ECKMAN'S FIRST U.S. VISIT IN FIVE YEARS

Sam Eckman, Jr., Metro distributor of exhibitors in England, arrived in N. Y. Sunday (21) aboard the Queen Mary for his first American excursion since the war. For several weeks and may in the future he will be making rounds for the Coast for huddles with studio execs.

Under M-G chief, who also heads Metro International's 16m program in England, has a series of contacts in the U. S. and England. M. Loew, pres. of the international company, on foreign distribution. He'll also be in New York before the latter returns to the Coast the end of this week.

Ben Goetz, Metro European production chief, left for the Coast Sunday and will probably stay there until the arrival of Eckman to sit on the Coast console.

## Gosch's Indie Pix Quest

Martin Gosch, partner with Melvyn Douglas in a new production outfit, is due in New York from the Coast last night (Wednesday).

He'll contact with studio executives the outfit is seeking, and possibly to return west in about two weeks.

## Discrimination Vs. Actors, Athletes Hit in New Anglo-U.S. Tax Treaty

**Rare Combo**  
Hollywood, April 23.  
Shirley Temple and Cary Grant  
will co-star in "Bachelor and Bobby-  
Sox," slated to start June 10 at RKO.  
Dore Schary will produce and live-

# SCREENPLAYS

## H'wood Airs Out Stock Player Lists In Effort to Develop New Talent

By FRANK FISKE

Hollywood, April 23. The stock company setup in the picture studios is evidently getting drastic overhauling and may be on its way out entirely. Studios still maintain an imposing list of players under term contract, but recent trend is definitely away from use of home talent. The freelance player is increasingly getting a break in the casting.

Unofficial within the last month has turned loose a number of players and is making no secret of a shakeup in its contract list. Names released include Lon Chaney, Jr., Alan Curtis, Robert Paige, David Bruce, Martha O'Driscoll and Noah Berry, Jr. Roster of the studio stock company is still a lengthy one, but hardly longer than the list of location casts and freelance players prominently cast in Universal pic recently finished or now in production.

Company brought Patricia Rogers over from England on its "lend-lease" deal with Rask for the femme lead in "My Darling Clementine." "Passage," Mark Hellinger has borrowed Sonny Tufts from Paramount to co-star with Ann Blythe (also loaned out from Warners) in "Swell Guy." Zorina, hitherto known as a dancer, recently finished her first straight acting role in the Mike Foster-Eric Pagano production, "Lover, Come Here." (Continued on page 24)

### R.H. SMITH EXEC. SEC.

#### OF N.Y. BRANCH OF ATA

Bruce General Rodney Hamilton Smith has been tapped for the post of executive secretary of the New York committee of the American Theatre Association. He will be in the time of a full-time executive at a reported salary of \$10,000 annually in a move to create a national metropolitan arm of ATA. Smith, who takes office immediately, will locate temporarily at the national h.q. in the Paramount building.

The New York committee covering the city, Nassau and Westchester counties, represents some 700 theatres in the area. Formerly a branch of the War Activities Committee, the membership moved into ATA en masse following the latter's St. Louis convention.

Smith served as ass't deputy G-4 Supply Division, War Department, and as General Staff in Washington during the war. On leave from the army, he officially retires from the army on May 10.

### Groucho's Crack Smokes Up Smoky City's Dander

Pittsburgh, April 23.

Local Chamber of Commerce, which launches every time it hears Pittsburgh referred to as the Smoky City, has been raising the dickens since UA's Marx Bros' "Night in Casablanca," denouncing the use of dialog be removed from picture before it's released. Offending Jucy Groucho involved himself in a row with Chico and Harpo and saying: "It is like living in Pittsburgh—if you can't call it living."

Head of CC protested in a telegram to United Artists, but later intends to do nothing about it. "I wouldn't think of violating Groucho's integrity in the matter," he said. He thought the crack-smoking, he had a perfect right to say it.

Finally, UA's delighted with the smoke the controversy has kicked up even if the CC isn't. Even if a cloud of smoke can't prevent pre-release publicity the picture's getting out of it.

### DOS Signs Peck to 'Arnold'

Hollywood, April 23.

Dos of Selznick signed Gregory Peck to a new player contract and assigned him to the name role in "Beneath Arnold." The picture, slated for an autumn start, will portray the human side of the Revolutionary traitor.

### Good Vantage Point

Minneapolis, April 23.

Ward Christensen, projectionist at the Gopher, lost first-run rights to write stories on the side. During the past six months he has chucked three to Metro and several other deals are on the fire. Chuck Reiser, localite who is an M-G director, in a letter to Christensen, Timmer, columnist, called Christensen "quite a writer."

The projectionist says he gets his inspirations and ideas while studying audience reaction through the periscope of his projection room.

## Bryan Foy Exec Producer at PRC

Hollywood, April 23.

Negotiations are near conclusion whereby Bryan Foy will move into PRC as its exec producer, upon conclusion of his contract with 20th-Fox. This deal has been under way for the last several weeks and is said to be awaiting the arrival here from New York of Robert S. Benjamin, counsel for PRC, to ink the deal.

Reeves, who runs PRC at the time of the resignation of Leon Frankows as studio head and executive producer, will take over the operation as an administrative exec. It's understood that both Robert Young, MPR president, and Ben E. Fenderson, PRC interests in England, which are tied in with the organization, have been strongly in favor of Foy heading the setup to make the medium and light-budgeted films for the company to distribute.

Foy, who made an enviable record at Warners where he directed "The Sign of the Cross" and "The Sign of the Cross," and later became a producer for the making of medium-budget pictures over a period of many years, after going to 20th-Fox in a similar capacity, always made films with an economical budget.

## CHAPLIN LOOKING FOR LARGER STUDIO SPACE

Hollywood, April 23.

Charlie Chaplin is looking around town for stage space to film his "Comedy of Murders," slated to get under way in June. His own studio facilities are not large enough to accommodate 32 sets called for by script.

Producer-comedian doesn't expect much difficulty getting the picture made, he can save stage time on his lot for outside rental.

## Rep Hits Road With Vengeance for 5 Mos.

Hollywood, April 23.

Heaviest location schedule in Republic's history is lined up for the latter film, mounting for more than two weeks of shooting on sites 200 miles or more from the studio. Long trek will be to southern Florida for "Key West Passage," and shortest to Lone Pine, for "The Plainsman" and the Lady. Studio is mulling the idea of sending a crew to Brazil for exteriors on "Rio de Janeiro."

## Studios Re-Hire 2,750 Vets; 2,000 Still In

Hollywood, April 23.

Major film studios are giving commitment to 2,750 returned servicemen and women according to Columbia's Fred Meyer, chairman of the special veterans' committee of the Association of Motion Picture Producers.

Nine major lots carry a total of 1,473 stars on their service flags.

## U.S. FAST RISE

How to make a marquee name out of a nobody—but fast—has been one of major studios currently divided into two camps. There are the radicals and the conservatives—with the radicals presently in the upland. Their formula is to take a new-comer and give him or her the works with publicity and a top star as vis-a-vis. The conservatives favor the long, slow pull method of building up a player by putting him in successively more important films.

What has brought the subject actually to the fore recently has been the continuing drive toward indie production. Majors are frankly concerned at the draining off of the top player and production personnel by the urge of practically everyone in Hollywood to go into filmmaking on his or her own.

Excess of major studios have been giving up of thought to the possibility of combating the loss of their marquee magnets, but they've found no direct means for the alternate. In a big way it's the development of "speed" in the making of long-term contracts. The question becomes how best to achieve this, and the answer is in the speed and (2) permanence of value.

The "speed" boys point to Metro's buildup of Esther Williams and Patricia Kelly of Joan Caulfield, to the way to do it. The gals were cast in the respective studio top-budget assignments and surrounded with important name players. As a result, (Continued on page 16)

## Commerce Dept. Settles Pix Unit

Washington, April 23.

Commerce Department has worked out a compromise status for the motion picture unit, following strong representations by Eric Johnston, MPR president, and Ben E. Fenderson, D. Calif. who represents Beverly Hills.

Secretary of Commerce Henry A. Wallace has not restored the autonomous status formerly held by the unit but has made Nathan D. Golden, MPR president, secretary assistant to the chief of the Commodities Branch of the Office of World Trade. To some extent, this elevates the unit above its recent spot as just another small fry outfit in the new General Products Division.

In a letter to Patterson who beamed hard about the matter, Wallace wrote:

"During our recent reorganization of the Bureau of Foreign and Domestic Commerce, the motion picture unit was temporarily placed under the General Products Division. Since Mr. Golden's recent return from Europe, however, I have designated as special assistant to the chief of the Commodities Branch, Nathan D. Golden, secretary assistant. In this action, we believe, increases the professional status of Mr. Golden and gives him the opportunity to discharge his duties, and makes certain that the promotion of the motion picture industry will enjoy continued prominence."

Golden is expected to get in last week and is recognized by Columbia as its new executive. He is still not expected to give the industry the kind of service it would get if the motion picture unit were adequately staffed to cover all necessary fields.

## Sam's Sad Sea Story

Hollywood, April 23.

Samuel Taylor Coleridge, maligned in his day as a screwball poet, is being brought to the screen by Columbia in a film translation of "The Ancient Mariner." The picture will be produced by Wallace MacDonald, with Hal Smith turning the poem into a screen script.

## Hughes Vs. Johnston Office Hearing Up Today (Wed.); Sues for \$1,000,000

### 'C' Classification

Legion of Decency last week noted that, on Feb. 25, 1945, it had placed "The Outlaw" in its C (condemned) class because it "presents a glorification of crime and immoral actions" and because the picture "throughout very considerable portion of its length, is indecent in costume."

"The film is now being widely distributed," the Legion stated. "Several versions of the film have appeared in the course of the years. No version has been shown to the Legion which would warrant any but the 'condemned' rating."

## MPA Surprised At Sympathy With It

The Motion Picture Association—long accustomed to playing the heavy censorship is involved—is not surprised as anyone else should all the sympathy on its side in its fight against the Legion.

Even the handling of the film try, which has always used the term "sympathy" with approval in the past, is now being used in the ranks of the MPA in the present battle.

General feeling is that the producer's insistence on using questionable advertising will react unfavorably to the entire industry. It is not necessary for the U.S. success of "The Outlaw," which is already assured, and the picture and ads are said to come at a particularly unfortunate time when, throughout the country, the government is promoting censorship by local political bodies are on the upsurge. Incalculable harm to the motion picture as an art is seen if industry self-regulation is belittled, thus giving aid and comfort to those urging increased political censorship.

Hughes' action in filing a \$1,000,000 suit against the MPA was viewed by the industry as a bold and audacious step to promote the film, rather than a serious effort to challenge the right of the Association to which Hughes subscribed and to whose rules he agreed—to refuse approval of pictures involving and exploitation material.

Effort to be "dramatic" by waiting to file his suit until three minutes before the U. S. District Court clerk's office closed at 4 p.m. Monday (22) was viewed with ill will by those who saw the eve of the scheduled hearing yesterday (Tuesday) as a publicity stunt. It was thought that might result in the producer's expulsion from the Association. He has since been expelled from the board any previous indication as to whether or not he'd be at the hearing.

Hughes' peevish resignation from the MPA, rather than going before the court and civil battle, was also viewed as evidence of the weakness of his position.

## Nichols a Handy Guy For RKO's 'Mourning'

Hollywood, April 23.

Dudley Nichols will produce, direct and script the film version of "Mourning Becomes Women," Eugene O'Neill legier recently bought by RKO.

The picture is being filmed with cooperation of Theatre Guild, which will turn over complete production data to Nichols.

## Mankiewicz's 'Letter'

Hollywood, April 23.

Joseph Mankiewicz, draws picture, "A Letter to Three Wives," based on the John Klempner novel recently purchased by RKO.

Shooting starts when Mankiewicz washes up his current production, "Berkeley Square."

Motion Picture Association, at the request of the N. Y. federal court, agreed yesterday (Tuesday) to a 15-minute postponement of a scheduled hearing by its board on charges against producer Howard Hughes. Inasmuch as Hughes refused to appear by Association rules and the previous night (Monday) had declared his intention to resign, the board was expected to expel him from the MPA at yesterday's hearing.

Hughes' counsel apparently convinced Judge Vincent L. Leibel, of the U. S. District Court, N. Y., that the MPA board might go farther and withdraw the Production Code Administration seal from Hughes' film, "The Outlaw." Hughes claimed, in a suit against the MPA, filed Monday (22), that such action could result in a "total boycott of the Outlaw" by 80% of exhibitors in the United States and cause him to sustain losses of as high as \$80,000.

Judge Leibel, however, requested MPA postponement of the board meeting until opposing counsel could regularize its position, requesting in Hughes' suit, to prevent the Association from withdrawing the Production Code Administration seal before Judge Leibel at 2 p.m. today (Wednesday). MPA postponement of the meeting until 2:30 p.m. Friday (26).

PCA seal which Hughes fears to lose was granted to the picture in a regular ruling in 1939, after which a seal is awarded is that the producer will use only advertising, which has been approved by the PCA's adjunct, the Advertising Code Administration. Hughes' assistance on using ads and stills has been mixed by the ACA that led the MPA to sue him for expulsion. No public hearing was made, however, before Hughes' injunction request, of any intention by the MPA to sue him.

### UA in the Middle

Dispute places United Artists, the distributors of "The Outlaw," in a regular position. The MPA, as the company is not a member of the Eric Johnston organization. Thus, if the MPA board should rule that would be under no direct obligation to cease distribution of the picture—would be the case with any of the other major studios of whom are members of the MPA. UA, however, has always worked in close cooperation with the MPA.

Question has also arisen, if UA should refuse to handle a seal-less picture, whether theatres will which it has agreements for exhibition of "The Outlaw" couldn't sue it for breach of contract, if they decided to choose to be guided by the MPA mix. Suit filed in the District Court Monday by Hughes' attorney, Charles G. Polite, is for \$1,000,000 damages because of the ACA's mix of the advertising. It also requests that any such suit be adjourned until after the terms of the Clayton act, since Hughes claims the MPA's actions are anti-trust.

Asking that the court review and reverse or modify the MPA's action (which is at odds with the complaint asserts that the Association's practice of approving or disapproving a picture is an anti-trust violation, which constitutes an unlawful system of private censorship by which the Association controls the motion picture industry and has asserted police powers which may properly only be exercised by authorized governmental agencies.)

Suit was filed in the name of the Hughes' board of directors, on behalf of its subsidiary, Howard Hughes Productions. Judge Leibel's request for postponement of yesterday's MPA board meeting was made via a phone call from his secretary to MPA counsel.

## Ford to Meg 'Rogue'

Hollywood, April 23.

Republic assigned Phil Ford to direct "The Magnificent Rogue," a comedy starring William J. O'Sullivan will produce, with Lending slated to start in July.

...and in the political... for a job daily... nearly as propaganda organs. No employment... day... Call at your nearest Navy Recruiting Station at once.

...the political... toward a... that con... prevent reaction... by the Christian Social Union, libe... say, in a post... of the elec... tions under the opposition parties... organize effectively and con... vince the electorate that the con... tinue.

...with his... Muralles De... ("Walls o... Pasion"), a... made stars... starring Isak... Maria Rico and Alber... of the... dialogue... Spanish. There are no English...

...will appear as... singing artists. There will be little change... presented beyond the... from the armed forces to their... former positions like that of... Goldman will be the conductor for the twenty-thirty consecutive...

...the lecture... a series of... music... from 10 A. M. to... today at... Bell... Good pay... The... are ad... far Army... see... accented... or nearly...

# RKO brings New York its Easter Parade of Glamour



Big Crosby and Ingrid Bergman in Leo McCarey's "THE BELLS OF ST. MARY'S," with Henry Travers, William Gargan, now at 40 RKO theatres in the Metropolitan area.



Danny Kaye, in Samuel Goldwyn's Technicolor "THE KID FROM BROOKLYN," with Virginia Mayo, Vera Ellen, The Goldwyn Girls, now at the Astor Theatre.



Joan Fontaine in "FROM THIS DAY FORWARD," with Mark Stevens, Rosemary DeCamp, Henry Morgan, Wally Brown, Arline Judge, now at the RKO Palace Theatre.

Walt Disney's Comedy Musical Feature, "MAKE MINE MUSIC," in Technicolor, presenting the talents of Nelson Eddy, Dinah Shore, Benny Goodman, The Andrews Sisters, Jerry Colonna, The Pied Pipers, The King's Men, Sterling Holloway, Andy Russell, now at Brandt's Globe Theatre.

THE BELLS OF ST. MARY'S  
FROM THIS DAY FORWARD  
THE KID FROM BROOKLYN  
MAKE MINE MUSIC  
TOMORROW IS FOREVER  
THE SPIRAL STAIRCASE  
BEDLAM

R K O  
RADIO  
PICTURES

"BEDLAM," starring Boris Karloff, with Anna Lee, now at the Riata Theatre.

## RKO Makes New York Start with this Half Page Ad. in the N.Y.



U.S. S. of the... communication through... the Middle East, does not seem to... worry British military men as Africans under whatever status they... die former. They console themselves with the thought that in... age of atomic and rocket warfare there would be "disastrous" for... the Canal would be incidentally there is a...

# eat Entertainment!



International Pictures' presentation of Claudette Colbert, Orson Welles, George Brent in "TOMORROW IS FOREVER," with Lucile Watson, Richard Long, Natalie Wood, now at the Winter Garden.



Dorothy McGuire, George Brent, Ethel Barrymore in Doré Schary's production, "THE SPIRAL STAIRCASE," now at New York neighborhood theatres.

You always get the big ones from  
RKO RADIO — Watch for:



Claudette Colbert and John Wayne in "WITHOUT RESERVATIONS" • "BAD-MAN'S TERRITORY" • Ginger Rogers in "HEARTBEAT" • Cary Grant and Ingrid Bergman in Alfred Hitchcock's "NOTORIOUS" • "TILL THE END OF TIME" • Rosalind Russell in "SISTER KENNY" • "SINBAD THE SAILOR" In Technicolor and many more

**FIVE FIRST RUNS ON BROADWAY DURING EASTER WEEK...With two other big attractions spreading through the Metropolitan area!**

*on History Newspapers!*

## Henry

(Color)

**BRITISH-MADE**  
 English stars in this picture, which came from the United Artists (UA) production, are: Henry, Ronald Colman, Leslie Howard, George Treloar, and John Gielgud. Henry, a young man, is the son of a nobleman, and is in love with a girl who is the daughter of a nobleman. The picture is a historical drama, and is set in the 16th century. It is a very good picture, and is well acted. The production is excellent, and the picture is a very good one.

## Minn.

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As prexy Ed Ruffery exclaimed during the initial screening of "Henry" for United Artists execs: "Boy, you've got a real winner here." The answer is definitely "Yes." You can't imagine it. "Clio," as Henry is called, is a young man, and is in love with a girl who is the daughter of a nobleman. The picture is a historical drama, and is set in the 16th century. It is a very good picture, and is well acted. The production is excellent, and the picture is a very good one.

Which means that UA has hit the formula precisely for most successful picture merchandise in this country of Laurence Olivier's strident, unadulterated film-making. The picture is a historical drama, and is set in the 16th century. It is a very good picture, and is well acted. The production is excellent, and the picture is a very good one.

Henry, as a picture, however, requires that the spectator take more into his head than the eye. The picture is a historical drama, and is set in the 16th century. It is a very good picture, and is well acted. The production is excellent, and the picture is a very good one.

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stakes and immediately turns to wooing the French princess, Katharine. Their marriage seems to be a happy one, and they have a son. The picture is a historical drama, and is set in the 16th century. It is a very good picture, and is well acted. The production is excellent, and the picture is a very good one.

Memorable for their dextrous handling of the French princess, Katharine, which Renee Ascheron, as Princess Katharine, appears to do very well. The picture is a historical drama, and is set in the 16th century. It is a very good picture, and is well acted. The production is excellent, and the picture is a very good one.

Unfortunately, there's not much other to recommend it. The picture is a historical drama, and is set in the 16th century. It is a very good picture, and is well acted. The production is excellent, and the picture is a very good one.

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## Miniature Reviews

"Henry V." (UA) (Color).

Technically excellent, but will require extra-special handling to get big.

"Her Kind of Man" (Songs)

(WB). Light comedy, with misleading title, has the Ginger Rogers name to help draw.

"Bedlam" (RKO). Back to back in superior horror-film with historical background.

"The Great Escape" (RKO). Mild, melodramatic programmer.

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You Gotta" (clef) by Paul Miraki and Ervin Drake. Tighter editing is needed on a number of recurring scenes in the film, which is adapted by Morrie Ryskind from a play by the same name. The picture is a very good one.

"Bedlam" (RKO). Back to back in superior horror-film with historical background.

"The Great Escape" (RKO). Mild, melodramatic programmer.

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"The Great Escape" (RKO). Mild, melodramatic programmer.

doesn't live up. Photos is kissing on her husband while under a blanket until she's found dead in her bed. The husband is accused and, having been drunk over the last scene, can't establish an alibi. The picture is a very good one.

"Bedlam" (RKO). Back to back in superior horror-film with historical background.

"The Great Escape" (RKO). Mild, melodramatic programmer.

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## Film Industry Prepares to Fight 'Biggest' Drive for Censorship

Picture industry is girding itself to fight what promises to be the biggest drive for state and municipal film censorship. Actual test won't come until state legislatures meet in June, but steps in that state say they will be back next session with anti-censorship bills.

How serious the threat is may be gleaned from the fact Kentucky came within a nose of passing a state censorship law this year. Only a last-minute industry fight killed the bill, but steps in that state say they will be back next session with anti-censorship bills.

Invited by this narrow escape, industry leaders realize that some 41 state legislative bodies will be in session early in 1947, with at least 15 censorship bills almost a certainty.

One problem stems from the war, according to belief in New York. Aftermath finds conservative groups becoming more militant. Pictet against this is the tendency of Hollywood to let loose after wartime successes, and the result is a plus of films that draw the conservative element's annoyance. Some situation has resulted after the first World War.

While the Motion Picture Assn. has spearheaded the cause, more is also going to lean on other forces. One will be the National Board of Review, which is being strengthened so that it can vigorously oppose political censorship bodies. Previously, it has carried on regular film review service, but never raised a strong voice against state and city censorship.

Keystone of campaign will be self-censorship at the source, via the Production Code Authority.

Actual outlay for censoring (via fees) in New York state is about \$100 annually for each picture. In Ohio, fees run much higher. This cost is only one of many, however. The censoring of scenes involves not only the production's continuity, but causes a loss in time and expenditures when a picture is made. When a film is banned, it slows up the entire distribution system.

There has been more than a sneaking suspicion in some quarters, on the other hand, that censorship is not always unwelcome. In that it has an undoubted hyping effect on the box office.

## NW INDIES PRESSURE PAR TO UP ADMISSIONS

Minneapolis, April 23. Twin City Independent exhibitors and the Paramount picture company are at loggerheads over the matter of raising admission prices. The independent leaders have been under pressure again on John J. Friedl, Minneapolis Amus. Co. (P.A.) president to boost the price of admission and the latter is adamant as ever to hold to the present level.

Paramount is pushing for to take the lead, but now they're said to be planning to initiate the lists of adult and children's admissions, although they feel they'll be at a disadvantage if they jack up prices. Paramount says that the independent exhibitors talk about going from 35 to 40c. Children's prices would be raised from the present dime charge to 14 or 18c.

## Granger Eyes Florida Summer Settings

Hollywood, April 23. Edmund Granger, Republic producer, showed off Florida to find out about underwater backgrounds. His "biacener" picture, "Key West," has been in the picture proving of Gampar, the Spanish pirate.

Granger will double with Irwin A. Williamson, deep sea diver, about the location of the Spanish galleon, "San Rosa," which was wrecked sunk near Key West in the 18th century, with oodles of treasure aboard.

## Acad Rebuilds New Home

Hollywood, April 23. Marquis' theatre, recently bought by the Academy of Motion Picture Arts & Sciences, is being rebuilt as headquarters to handle all the Academy activities.

New committee to work out the architectural ideas is headed by Ward Hines. Other members of the committee are Cedric Gibbons, Richard Day, Stephen Gooson, Carl Jules Weyl and Alexander Golitzen.

## Byron Price On Self-Regulation

Washington, April 23. Pix, radio and press were warned to watch their step and remember that they are definitely operating in connection with public interest. By Byron Price, MPPA vice presy, Saturday afternoon (23) after he said, they will face greater Government interference, and the possibility of censorship.

Price addressed the dinner which wound up the three-day convention of the American Society of Newspaper Editors, and was presented with a scroll in honor of the job he did as director of the Office of Censorship.

"I hope," he said, "neither the press nor its younger colleagues in the field of public communication will ever forget the great lesson we have learned in wartime—that the media and the administration can be more powerful for good than the method of dictation."

"The media of the hour of special meditation and new determination for the press, the radio and the motion picture. All these agencies are national and world communication have become invisible, whether we like it or not, with a degree of public interest than we have ever known before."

"You see the controversy over censorship now developing in the world of radio. You see a revival of agitation for a wider censorship of motion pictures."

"To keep our liberties we must face our responsibilities. The times make it never before. The motion picture, the radio and the press take their stand for decency, for truth and fairness, and intelligent interpretation; for the elevation and rehabilitation of a deeply divided world."

"If we do not keep our houses clean, they will not be permitted to stand at all. I counsel all of you to beware of even a little censorship in peacetime. It is an alien and dangerous weed in the garden of our liberties."

## DeBra, Breen Powwowing On East-West Censorship

Arthur DeBra, who recently took over duties as Eastern Production Code Administrator of the Motion Picture Association, is heading with a new front and ethical standards. Although they feel they'll be at a disadvantage if they jack up prices, DeBra is from the present dime charge to 14 or 18c.

DeBra recently visited many cities in regard to censorship problems and has represented the MPA in battles by various producers against political censorship, such as "Sons of the Desert" recently suffered in Atlanta. He'll report to Breen on his observations concerning growing trend to local censorship in Atlanta.

Principal activity of DeBra in relation to the Code is reviewing foreign films. New York state is the first for a PCA seal. In the past there has not always been an expert's seal, but rather by the administrators on both ends. This situation will be eliminated. It is hoped, by the current series of meetings.

## LAWYERS BURN AT THE SUN'S HEAT

Burnt up over recent Dept. of Justice pronouncements, the lawyers are now in a hot water. The Government feels the current anti-trust suit, industry law at the same time concede that legally the D. of J. can do what it threatens. Legalists are sizing beads for their fuming that the Government is now in effect taking the position that it will prosecute the majors for following the very trade practices which the Government-approved consent decree stands to void. Pointed out by the film lawyers is the claimed urgency of utilizing decree-approved actions as evidence in a new suit.

Latest statement by the D. of J. came from Wendell Berge, assistant attorney-general, who declared last week that unless the court ordered theatre divestment the Government would file an antitrust suit. The department, Berge said, was continuing its investigations of unlawful practices and would file an antitrust suit. The department, Berge said, was continuing its investigations of unlawful practices and would file an antitrust suit.

Industry attorneys fear that the fact that the majors revamped many of their policies in the event of Government's ideas incorporated in the decree. "Despite our faithfulness to the decree, the event of Government's ideas incorporated in the decree. 'Despite our faithfulness to the decree, the event of Government's ideas incorporated in the decree. 'Despite our faithfulness to the decree, the event of Government's ideas incorporated in the decree."

Indicative of the radical reversal in Government thinking, legalists say, is the subject of clearance. In the decree, clearance "reasonable in time and place" is termed essential to the industry. But the Government will then the fact that the industry has clearance provisions violate the anti-trust laws. Indecision and divided mind of the government would be a legal way of conducting the film business has always been the D. of J. lawyers said.

Government declaration stressing theatre divestment strengthening the legal view that the Government will appeal any decision short of that drastic one. On the other hand it is deemed likely that the majors would content themselves with a partial victory if it insured them that they could hold onto their valuable theatre properties.

## CITY INVESTING'S 165G BUY OF KEITH'S, CINCY

City Investing Co., New York, which is reportedly interested in expanding its theatre holdings, has acquired Keith's, Cincinnati, from the estate of Ben Heid. The deal, valued at \$165,000, is reportedly operated for the estate as a vaudeville, will be made a so-called "no-patrons" theatre, a policy in effect at the Astor, N. Y., also controlled by C.I.C. Ciney house, which is located at 101 W. 42nd St., minor interest but no operating control, seats 1,500.

In addition to the Astor in N. Y., C.I.C. president, of which Robert J. Dowling is president, owns the Victoria, first-run picture house, located at 101 W. 42nd St., also controlled by C.I.C. Ciney house, which is located at 101 W. 42nd St., minor interest but no operating control, seats 1,500.

Howe warning to take a new location, City Investing Co. in New York, buying-backing office for M. A. Shea Theatre Enterprises, is slated for May 1 at the Century building, N. Y., firm's new address.

Mort Shea started in business some 10 years ago in the Knickerbocker building, left it 10 years later for the Putnam building, and now under the name of J. J. in Loew's of the building for a quarter-century stay.

## Pix-Petrillo Less Sanguine That An Early Settlement May Be Effectuated

### Skelton to Be 'Guardman'

Hollywood, April 23. Metro assigned Red Skelton to star in the remake of "The Guardman," the old comedy which Alfred Lunt and Lynn Taitt played on stage and screen.

Nat Perrine will produce, from a script John Meehan and Harry Ruskin are bringing up to date.

## CSU-Producers Resume Parleys

Hollywood, April 23. John C. Tutu, U. S. conciliation commissioner, has arranged resumption of talks negotiations between Conference of Studio Unions and producers. Wage parleys resume late this afternoon (23) after having been broken off April 3 when the open-shop question was brought up. Strike talk has lessened since both sides indicated they were willing to resume talks provided the open shop question was not brought up.

Producers did not answer CSU bid to have press and radio attend meeting but this is not a major factor in the two groups resuming huddles.

## Misleading N.Y. Theatre Ads Will Be Regulated By the License Comm'r

A new five-point program designed to regulate theatre advertising will be agreed by N. Y. Commissioner of Licenses Benjamin Fielding at a luncheon meet of the Independent Theatre Owners Assn. to discuss the new regulations. Fielding's provisions will be incorporated in the new theatre code currently in the works.

Fielding was aroused to action, it is understood, following public complaints that the British-made film, "Journey Together," played up Edward G. Robinson as the star when actually the actor appeared in only a fraction of the pic. According to the commission, the regulations will cover all trailers, posters, marquee signs and billboards. Publication of pictorial distortions and lobby displays of purported scenes from the pic actually shown on the screen will be banned by the new regulations.

The program will be a move towards censorship on ads. Fielding said that the regulations will not deal with suggestive or sensational displays, he added. Current regulations are based on the legality of the new regulations. Fielding said in response to an inquiry, "The current New York statute is full control of all theatres in the hands of the department."

## 'Lum n' Abner' Producer Mulls New Releases

Hollywood, April 23. Ben Hersh, producer of the "Lum n' Abner" series is discussing new distribution deals with RKO and Columbia.

RKO has been releasing the films for six years, but the contract terminates with the current production, "Partners in Time."

## Z. Korda Buys 'Smile'

Hollywood, April 23. Aldous Huxley story, "The Gossamer Smile," has been bought by Zoltan Korda for independent production next autumn.

Current producer Korda is directing "The Short Happy Life of Francis Macomber," and working simultaneously with Seymour Bennett on the script of "Giocunda."

Slated to reconvene today (Wednesday) with James C. Petrillo, President of the American Federation of Musicians, and his executive board, provided illness of Nicholas M. Schenck, president of Loew's permiss, producing committee meantime is less sanguine than a week ago that an amicable settlement may be reached at an early date. However, unlikely that negotiations for a new contract covering eight major studios may shift to the Coast as occurred two years ago when a new deal was begun in the east and finalized in Hollywood. It'll be battled out in New York from present indications. Studio representatives convened Monday (22) for an adjourned meeting with the AFM group but due to inability of Schenck to attend Petrillo called the meeting off on the ground that not much could be gained from absence of such a key figure in the negotiations as Schenck. President of Loew's is suffering from a cold and was scheduled to attend a meeting from being held yesterday (Tuesday), but hoped that Schenck could be persuaded to attend the meeting for today (Wednesday).

First indication of negotiating difficulties came when the AFM producers and the Petrillo committee clashed an impasse on how the wage rate for musicians was to be applied. Whereas under the old contract salary regulations were on an annual basis of \$5,200 minimum per man for gross total 520 hours of work regardless of when done. AFM wants to place minimum guarantee on weekly basis whether the musician works or not.

In other words, the drawing account of \$100 weekly which applied in the past would be eliminated. AFM wants to secure a minimum obtained under a new deal and a musician, for example, didn't do any work for a day, he would get a minimum of \$100. Under the AFM plan, a musician would get a minimum rate to \$200 weekly, just that one week and a maximum of \$400 a week. Under the old contract, several studios at \$200 a year minimum guarantee for more than they could use.

Up to Friday (21) very good progress. (Continued on page 10)

## PIX COS. CONCESSIONS ON VIDEO IMPORTANT

While picture companies are not expected to make films available for television when they might interfere with revenue coming from theatres, the demand of the American Federation of Motion Picture Artists to have the sound track is regarded as important, and may well run into the future.

Pointed out that not counting so much as the pictures to be made in the future, the industry is not sure but that the shelves now contain many films no longer being shown in theatres. The industry is looking for television. The AFM wants its demand on television to supply the pictures that will be turned out during the coming year in full feature films. It also lends themselves to television.

Producers have agreed, in principle, to make films available for television when they might interfere for separate deals when a picture is to be televised. It's noted to be an issue for discussion on the part of the producers.

## Enterprise's \$13,000,000 Stake From Bank of Am.

Hollywood, April 23. Enterprise Productions (Charles Einfield-David L. Loew-A. Pam Blumenthal) is being financed by the Bank of America, with a total of \$13,000,000. The company is in its first year's program, consisting of six pictures. In addition, the company is in the stage of planning other studio improvements. First production, to cost \$2,000,000, is Harry Sherman's "Giocunda," which is being produced by "Triumph" and "The Other Love."

IDA  
**LUPINO**

PAUL  
**HENREID**

OLIVIA  
**de HAVILLAND**

SYDNEY  
**GREENSTREET**

There is  
a Story  
of a Strange  
Devotion at the  
N. Y. Strand.  
It  
is  
a  
beautiful  
picture.

WARNERS'

*"Devotion"*

STORY BY NANCY COLEMAN-ARTHUR KENNEDY-DAME MAY WHITTY-VICTOR FRANZEN  
DIRECTED BY CURTIS BERNHARDT-PRODUCED BY ROBERT BUCKNER

Screen Play by RUTH WINTERS • Original Story by THEODORE DEVIL • Music by ERIC VOEGELING CONCORD



✓  
And the  
business at the  
N. Y. Strand,  
its world  
premiere,  
is indeed  
beautiful too.



## SOME OF OUR "OUTSTANDING PUBLIC SERVICES"



The only station in the nation to broadcast every minute of every session of the United Nations Conference in San Francisco. (Now doing the same thing at the UNO meeting in New York — still the only station to do so.)

Winner of the annual "Variety" citation for "Outstanding Spot News Coverage" in 1945.

Inaugurated the first Red Cross show that combined all stations in Southern California. Tickets of admission to the Studio netted almost \$100,000 for the Red Cross.

Abandoned all commercials and devoted entire broadcast day (19 hours) to the "March of Dimes".

Inaugurated a continuous 19-hour broadcast devoted to "work or fight" to intensify civilian production efforts.

Inaugurated the first big USO radio show.

Inaugurated the British War Relief show.

Abandoned all commercials for 24 hours to bring complete night and day coverage of VE Day.

Abandoned commercials and augmented regular staff with Hollywood personalities offering specialized reports and analysis throughout day and night of VJ Day.

Created the Greek War Relief show from the Chinese Theatre.

Broadcast and participated in the "Story of China" pageant which featured Madam Chiang Kai-shek.

Inaugurated "personalized" broadcasts for charity drives. Personnel of all motion picture studios gather to be addressed at their studios by leaders of the industry through facilities of KFWB.

Awarded "Meritorious Public Service" medal by "This Month" magazine for unique program "Tomorrow's News Tonight".

## "COMBINING GOOD CITIZENSHIP WITH GOOD BROADCASTING"

### IN THE WARNER MANNER

# Radio Station KFWB

Owned and Operated in Hollywood by  
Warner Bros. Pictures, Inc. Has Received the

# Peabody Radio Award

FOR "OUTSTANDING PUBLIC SERVICE" DURING 1945

"WE FEEL THAT ALL IN THE MOTION PICTURE INDUSTRY  
MAY WELL TAKE PRIDE IN HAVING STATION **KFWB**  
AS THE 'HEART' OF HOLLYWOOD"

*Jack L. Warner*

THE 'HEART' OF HOLLYWOOD

KFWB





**DRAGONWYCK**

"DARRYL F. ZANUCK presents  
**GENE TIERNEY** in  
**"DRAGONWYCK"**  
From the Novel by Anya Seton—with  
**WALTER HUSTON**  
**VINCENT PRICE**  
**GLENN LANGAN**

Written for the Screen and Directed by  
**JOSEPH L. MANKIEWICZ**

**FIRST 25 OPENINGS  
SET 20<sup>th</sup> CENTURY-  
FOX ALL-TIME  
EASTER WEEK-END  
HIGH IN EVERY  
SINGLE CITY! AND  
WHEN YOU TOP  
20<sup>th</sup>, YOU TOP  
THE TOP!**





**KISS**

**YOUR**

**RECORDS**

**GOODBYE!**

**JOHN GARFIELD . LANA TURNER**  
**M-G-M's THE POSTMAN ALWAYS RINGS TWICE**

Support the Cancer Drive!  
Week of April 21 to 28







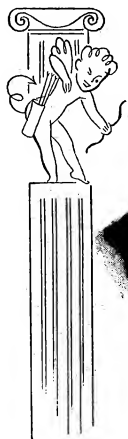


*The Outlaw*, in its 5th week at the Oriental, Chicago, tops all previous 1st week records with the exception of its own...2nd week at four theatres in Los Angeles does 90% of first week's all-time smash figure!





**WALTER WANGER**  
presents the screen's  
most tempting tribute  
to that sly old feeling...



**That different kind of story  
that makes great entertainment  
...that magnificent kind of  
showmanship that makes great  
box-office!**



A UNIVERSAL PICTURE with

**THOMAS GOMEZ • GALE SONDERGAARD • RAY COLLINS  
ERNEST TRUAX • GEORGE DOLENZ • JEROME COWAN**



Directed by **ARTHUR LUBIN** Produced by **WALTER WANGER** Associate Producer: Alexander Golitzen  
Screenplay: Ernest Pascal Adaptation: Emmet Lavery From the Novel "Peacock's Feather" by George S. Hellman



# RKO Managers Think Johnston Brushed 'Em Off, May Strike Pronto

Disatisfied with what it regards as a brush from Eric A. Johnston, president of the Motion Picture Assn., to whom it appealed for intervention in the dispute with RKO, the Motion Picture Theatre Operating Managers & Assistant Managers Guild may pull a strike at any minute. No other avenue now appears open, from inside.

However, pointing an actual walk-out, tying up management of the Greater New York and Westchester County theatres of the RKO chain, the guild may first resort to picketing with a view to stirring public opinion, with the sign-carrying to be done by managers on days off and by members of other unions sympathetic to their cause.

Asked concerning the stand taken by Johnston in his reply to the

MPTOMA-AMG appeal, George Dunn, chairman of the guild and its spokesman, said: "The guild really meant to introduce a new deal in labor relations in this industry. His telegram gives us great doubt about this. It is for arbitration apparently, except when management doesn't want it."

Guild had gone to Johnston after RKO refused to entertain a deal unless arbitration machinery provided was eliminated. Johnston's terse reply reads as follows:

"In reply to your telegram of April 16, I desire to restate my beliefs in the principle of voluntary mediation and arbitration in disputes between labor and management. However, I do not believe that management ever should be called upon to arbitrate who shall manage, which in this case means who shall manage its theatres."

## UNRRA SETS UP FIVE FILM CENTERS FOR DP's

Frankfurt, April 23. Five film libraries for displaced persons in UNRRA camps in the U.S. occupation zone of Germany have been opened, it was announced by Lin Landeitch, recreation officer for the U. S. UNRRA zone.

Libraries are located in Weissenburg, Stuttgart, Bernberg, Regensburg and Pasing, with the plan to hold film shows at least once a week for the DP's. Shows have already started. Army Signal Corps has furnished 25 projectors and the World's YMCA has sent 250 guns for the camps. For those places which do not have full-time equipment, mobile entertainment crews with projectors are making periodic visits.

The libraries have on file 730 film entertainment films lent by Army Special Services and the film industry; plus 400 "GI Weeklies" and several Army training films of general interest. In addition, there are about 40 Polish entertainment films in Weissenburg. These are 35m. They originally were issued by OWI and BMI.

## NEILL'S VOYAGE HOME

Hollywood, April 23. Roy William Neill, currently directing "The Black Angel" at Universal, goes home to England on completion of the picture.

World Pictures Corp. has asked him to direct a film on its London lot.

## Stock Players

Continued from page 5

Back? Phyllis Calvert is being brought over from England to work in "Faint Out of Mind" and other off-the-lot players working in Universal pictures include Dana Andrews, Brian Douglas, Lucille Ball, George Brent, Marjorie Reynolds (another borrowing from Paramount), John Shelton, Dennis O'Keefe, Helen Walker (loaned by 20th-Fox), Peter Lorre (from Warners), Arthur Donger, Ann Savage, Allen Jenkins, Preston Foster, Ann Rutherford, Merle Oberon, Victor McLaglen and John Hodiak. Dennis O'Keefe's unit has Ginger Rogers and Carmen Miranda signed for play.

Hellinger has announced that he is looking for new faces for his pictures and has been publicizing signing of Burt Lancaster, comparative newcomer to the screen, on that basis.

## Facial Tip-Off

That is so of the reasons given for the current neglect of the stock company in recent castings. Idea is that many of the players have been cast in certain types of roles so frequently that audience can now virtually guess what's going to happen in the story when one of them shows up on the screen. On the other hand, a lot of the snafu-for new faces has Sol Lesser asserted in searching for a couple of female leads for "The Red House" in which he relied on "Hollywood's bodyguards" are probably available right in studio stock. In fact, Louis B. Mayer told his casting department and producers a while back with orders to give a little attention to developing virtually untapped talent under Metro control.

Both Metro and 20th-Fox have a big contract list and are going for Paramount. And all three of them are engaging extensively in loanout deals so far they have been doing more loaning than borrowing and have made no definite move towards cutting down the contract rosters.

## Rep's Outsiders

At Republic tendency to employ outside talent is particularly noticeable. Of the company's "high-bugger" "Earl Carroll's Sketchbook" has only two studio contract players in it. Al Santelli's "The Woman Girl" has only four stock actors in the cast, and there is only one contract player in "The Angel and the Outlaw."

The new Enterprise Films outfit has given considerable publicity to its intention of building up a stock company. When they signed Charles Drake to a term for last week they announced that the move was in line with the policy to develop a sound stock company. But it remains to

## Inside Stuff—Pictures

Following the box business being rung up by "Green Years" at its current green run at Radio City Music Hall, N. Y., Metro has decided to give the picture special treatment along the lines of "Circus World" and "The Great Waltz." Film will not be shown elsewhere until it has completed its run at the Hall and release dates after that will be staggered, with the company giving each spotted situation special exploitation and publicity treatment.

To hype cultural interest in the film, Metro has scheduled a series of special invitation screenings in key cities from "Circus World" through May 29. Screenings will be held in theatres instead of in the usual screening rooms and cultural, church and civic leaders will be extended special invitations to attend.

Hollywood producers are sitting up and taking note of the widespread activities of J. Arthur Rank, the English film mogul, and the scope of his domain in the British Empire. Recent survey discloses that Rank controls 20 of the 30 available sound studios in England, in addition to 1100 of the 4761 motion picture theatres. Film tycoon is a member of 65 directorates, and a chairman of 23, with the total capital of his companies estimated at \$220,000,000, including allied industries, such as printing, developing and other plants and releasing organizations. Not counting his immense flour mill interests. Understand Rank entered the film industry to produce a short with a Methodist angel, fighting old Demon Rum.

Civilian Production Administration's \$15,000 limit on studio sets will mean changes of script in some cases and costly location trips in others. In pictures requiring big street scenes, which cost well over \$15,000, those sequences will be written out of script, and the company will send troupes to the actual site of the story, at heavy expense. Enterprise, which intended to build a Paris street scene for "Arch of Triumph," will plan a crew to the French capital to shoot the actual setting.

One-shot filming, a quaint old custom among quick producers, is becoming the vogue in the major studios, with shortage of stage space limiting the high budget productions in show towns. In Hollywood, the artistic director call for a dozen retakes to suit his whims about the proper language. Another popular custom known as added scenes is out. When the director tries to drag the players back into film after-a-thought, there is another troupe operating on the sound stage.

Automatic camera, without a cameraman and operated by remote control was used by Paramount for the filming of a sequence in "The Perils of Pauline." Camera, sent up 100 feet in a captive balloon, lensed through a hole cut in the floor of the bucket. Device was used to film the episode by Lieut. J. J. Leonard, technical adviser on ballooning, on loanout from the Navy.

A high-pressure salesman for one of the film companies intentionally misses seeing many of his pictures.

He hates to lie to an exhibitor, adding that what he doesn't know about his own picture—especially in view of terms demanded on show—leaves a clearer conception, it nothing else.

For an unexplained reason Marlene Dietrich is refusing to shoot a coincidental English version of the film she's making with Jean Gabin for French Gaumont in Paris. Insists only a French version be made. Film budgeted at \$20,000, high for French film.

Understood Clark Gable is insisting on a new contract at Metro permitting him to make a few pictures on his own. Report is that Gable wants to star in the Henry Blanke production, "The Fountainhead," at Warners.

been seen whether they will go through with the deal.

The fact is that the increasing number of independent productions, decrease in the number of pictures being put out by the majors due to long runs and tendency of the major studios to cut down on the amount of "B" product, means there is less need for studios to maintain large stock companies.

## ATA Fight

Continued from page 15

be or not to be at ATA, continued to spread. Stated to huddle on May 25 is the Independent Theatre Owners of Arkansas Council. Committee is expected to be open to all theatre owners in the state with the floor thrown open to a discussion of the ATA question. Ted Gambale, ATA board chairman, has been asked to attend and outline the aims of his unit. Understand, also, that Tennessee exhibitors are currently working on a statewide meet to be set within the month.

Reportedly, ATA officials would welcome an opportunity to set forth the group's aims at the Conference of Independent Exhibitors' Ass'n's Chicago meet on May 23. Should the CIEA extend an invite, either Gambale or Si Fabian, ATA's next, would probably make an appearance; it is understood.

Pennsylvania exhibitors tomorrow (25) will hear an enlistment plea at the Ritz hotel in Philadelphia. Meeting was called by Jay Emanuel, regional vicepres for ATA, and both Fabian and Gambale will attend.

ATA received backing from unexpected quarters last week, when Senate Majority Leader Alben W. Barkley of Kentucky in an extension of remarks in the Senate, lauded the theatre group as of "tremendous value" in its "social and educational responsibilities." Citizens and both theatres for their war activities, Barkley said that President Truman had "indicated his interest in exciting the continuing cooperation of the theatres during the reconversion period." Fabian's address to the St. Louis convention was included in toto in Barkley's extension of remarks.

## LAWYER-EXECUTIVE

Invited, age 35; married; one child; Training: Harvard, law, Yale. Drama, knowledge geographic, theatrical, law, labor relations. Job: Staff, publicity, labor contract negotiations. Job held: Field representative in local radio organization. Job Wanted: Senior executive motion picture company, or radio station, publisher. Res. 134, York St., N. York City.

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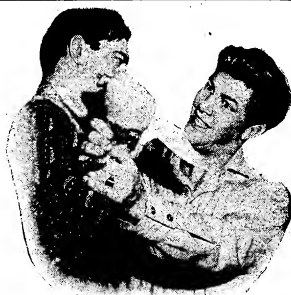
	1st 6 MONTHS OF 1940	1st 6 MONTHS OF 1945	2nd 6 MONTHS OF 1945
MODERN SCREEN . . .	638,944	1,328,051	1,515,030
Photoplay . . . . .	414,671	1,002,929	1,046,747
Motion Picture . . . . .	273,793	830,872	917,339
Movie Story . . . . .	314,861	613,176	658,034
Screen Guide . . . . .	308,420	587,067	576,024
Screen Romances . . . . .	237,413	519,061	554,809
Movie Life . . . . .	152,065	385,097	416,977
Movies . . . . .	137,411	370,297	413,553

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**SMASH WORLD PREMIERE**

**CAPITOL and HIPPODROME Theatres in Sacramento**

# Drop That Shootin' Arm Fer a Geetar, Bub, the Boys Are Rustlin' Songs Now

Hollywood, April 23.

Despite the expressed scorn of the old-time, hard-riding cowpokes of the cinema range it looks as though the westerns are going all-out musical. The list of singing cowboy stars is growing, and it's getting so that a bewildered guy with a guitar can't walk past a studio without being snatched into a song-and-saddle sequence.

Latest indication of the trend is the addition of another crowning buckaroo to the Republic roster. Studio already has Gene Autry and Roy Rogers, each in his respective song-in-the-sagebrush series, and now comes Monte Hale. Hale has started a series in Magnacolor. The series seems designed as competition for PRC's Cinecolor Eddie Deans. Three of the latter have been released.

Roy Rogers shows a tendency to go more musical than western and it is probable that the new Autry will take a similar trend. Studio has the Cass County Boys, cowboy song group, to work in the Autry. The Rogers series has the Sons of the Pioneers together with Dale Evans, songscending femme lead, to back the Rogers guitar playing and vocalizing and work the production numbers. A similar boots and spurs chorus group, the Riders of the Purple Sage, perform with Monte Hale.

**Outlaw's Outlander**  
Score at Republic now stands at 16 musical Westerns scheduled for the year as against 16 straight

Westerns. Later are the eight Sunset Carson pix and the eight Red Ryder on the production schedule.

Columbia is still making what the studio calls straight westerns, but even these have music in them. The Durango Kid series is ticketed by the studio as regular "they-won't-thaw" stuff, but they have Smiley Burnett, singing guitar player. Charles Starrett, who is starred in the series, is a non-singing cowboy, but Burnett is co-starred.

In its other mustangos Columbia has gone the whole way in the matter of music. Shows are dubbed western musicals and cowboy with frontier or buccolic setting and plot. Ken Curtis, who stars, is not called as a singing cowboy.

The straight westerns, however, are not letting the guitar supplanted the horse without a struggle. Universal is still decling out the dust and saddle leather and stable sweeping straight. Studio executives admitted having put out one western that had one song in it, but were a bit sheepish about it.

**Happy Ain't Changed**  
William Boyd has started on a new Hopalong Cassidy series that glorifies the cowboy who rides, ruts, shovels and shoots without singing. And Boyd has just joined other outlaws of Gower Gulch in a blast against the singing cowhands. He points out that he never sang a note or strummed a guitar in picture and

dares anyone to find a real cowboy who has.

Harry "Pop" Sherman, dean of western producers, who has sent scores of rough riders galloping into camp in his line, gave out an interview recently declaring that the western market is going to the dogs for the time being. "I don't want any singing cowboys," Boyd waxed sarcastic in utterances to the press about "these singing Sinners."

Sherman's little talk specifically mentioned Roy Rogers who came to the studio with an offer to do a picture. "I don't want anything that any of the non-vocal cowhands could do, or words to that effect," he said. "I don't want anything that any of the non-vocal cowhands could do, or words to that effect."

Meanwhile, the westerns with music seem to be humming quite nicely at the boxoffice.

## Film Reviews

Continued from page 8

### Gaiety George

fully from reality is in the dozen or more very sad stage sequences. The picture is a good effort, but it suffers from the life drama of Edwardes, which is a pity. The picture is a good effort, but it suffers from the life drama of Edwardes, which is a pity. The picture is a good effort, but it suffers from the life drama of Edwardes, which is a pity.

Richard Greene, in the title role, adds the value of his Hollywood training to his loyal work. He is a good actor, but he is a bit of a show-off. He is a good actor, but he is a bit of a show-off. He is a good actor, but he is a bit of a show-off.

George Kinn's production and direction, so far as the off-stage sequences are concerned, are excellent. But the same can't be said for Freddie Carpenter and Leonard Sagan, who are responsible for the stage sequences. The picture is a good effort, but it suffers from the life drama of Edwardes, which is a pity. The picture is a good effort, but it suffers from the life drama of Edwardes, which is a pity.

Reverence and love of tradition being deeply ingrained in the British, "Gaiety George" will undoubtedly appeal to those who are left of the luncheon cab era. Otherwise its chances, even on this side, are not so hot. **Tolb.**

### Blondie's Lucky Day

Columbia production and starring Penny Singleton, Arthur Lake, Larry Dore, and others. The picture is a good effort, but it suffers from the life drama of Edwardes, which is a pity. The picture is a good effort, but it suffers from the life drama of Edwardes, which is a pity. The picture is a good effort, but it suffers from the life drama of Edwardes, which is a pity.

Despite use of all the worn comedy gimmicks drawn from the Chick Young strip, as in others of the series, "Blondie's Lucky Day" stands up as good entertainment for any dual bill. Variegated little bits, the duped and reduped sequences, the film, concentrated on the disarming absurd technique, is grooved in the proven pattern that satisfies. And, practically speaking, it is dominated by Penny Singleton as Blondie, who performs in standard quality and is augmented ably for script variation by Angelyn Orr, Robert Stanton and Paul Harvey.

The Burnsted household in this one is disrupted through Arthur Lake (dagwood) taking office in the absence of the boss. Placing a discharged WAC, Angelyn Orr, on the payroll brings on complications evolving in the moral departure from actual scripting. Life is fired along with the WAC and the family made to set up their own business leading to a reconciliation with the former employer and conventional finale.

Strong cast support by Jonathan Hale as Dithers, Paul Harvey, Angelyn Orr and others round out the needed pace for the film without which the repetitious qualities of the series could scarcely hold up.

### RKO's Psycho Bouquet

Hollywood, April 23.  
RKO purchased "Flowers of Evil," a yarn with a psychological angle, authored by Leo Mittler. Michael Kraike will produce, starting late in June.

# Last-Minute Exhib Influx Insures Cancer Drive Despite Diehards

Despite expected exhibitor reluctance to join the film industry's cancer collection campaign, which runs from last Sunday (21) through next Sunday (28), more than 14,000 theatres throughout the country are currently running the special cancer trailer. Reports to national campaign headquarters indicate that response from the public has been good and many exhibitors have already reported that their opening day's collection topped any amount taken in at an audience drive.

With a last-minute pledge from Harry M. Warner to commit all the approximately 500 Warner houses to make collections, all the major theatre circuits are now 100% behind the drive. Campaign is the last one to be officially undertaken by the film industry in 1946, under a resolution passed at the recent convention of the American Theatres Association. Industry's part in the cancer campaign got off to a good start Friday (19) night with the all-star stage show held at Carnegie Hall, N. Y., under the industry's sponsorship. More than \$72,000 was taken in at the show, all to be turned over to the cancer fund. Continuous 24-hour broadcast on cancer campaign by WNEW, indie N. Y. station, also netted the drive plenty of money, with one Glenn Miller recording bringing \$12,000, when auctioned off on the air.

Indicative of the apparent success of the theatre campaign, despite official opposition by exhibitor organizations is Philadelphia, Allied at Eastern Pennsylvania had officially opposed the drive but collections in Philly are running ahead of other cities and the number of houses participating is still increasing.

Allied had gone on record as a body opposing the collections but left it up to the individual members if they wished to go along. A check of the shows that more than half the exhibitors are participating, and those who aren't passing collection plates

in the theatres are running the Spencer Tracy short and keeping it collection boxes in their lobbies. Some are showing the trailer sans collection.

## Collections Good

Response from the public has in most cases brought collections far ahead of the last Red Cross drive. One indie told an official of the local cancer committee that his patrons refused to leave the theatre after showing the "powerful" Tracy trailer. Some Philly theatres have reported their collections have been running as high as 25% of their gross receipts.

Participating theatres, meanwhile, are being given every possible aid by civil and outside officials for the drive. A Senate committee of seven, comprising Sen. Claude Pepper, Scott Lucas, Warren G. Magnusson, James W. Huffman, Leverett Saltonstall, John H. Ball and William F. Knowland have gone on record as being wholeheartedly behind the theatre collections.

National chain stores are aiding theatres from coast to coast with special window signs and banners in thousands of locations. William Green, AFL prexy, has thrown the full AFL in. Ball and William F. Knowland have gone on record as being wholeheartedly behind the theatre collections. National chain stores are aiding theatres from coast to coast with special window signs and banners in thousands of locations. William Green, AFL prexy, has thrown the full AFL in. Ball and William F. Knowland have gone on record as being wholeheartedly behind the theatre collections.

## Houston to Dig 'Treasure'

Hollywood, April 23.  
Warner's assigned John Houston to direct "Treasure of the Sierra Madre," which Henry Bland will produce. Picture was originally slated as a starter for Errol Flynn but shelved several months ago.

## New York Theatres

**Ide LUPINO - Paul HENREID**  
**Olivia De HAVILLAND**  
**Sydney GREENSTREET**  
In Warner Bros. Hit  
**"DEVOTION"**  
In Technicolor  
**LOUIS PRIMA**  
And His Orchestra  
**B'way at 47th St. STRAND**

**M-G-M's**  
**ZIEGFELD FOLLIES**  
In Technicolor  
**CAPITOL**  
In Person  
**XAVIER BUCAT**  
And His Orchestra  
**MARVY STONE**

**BOB HERRMAN in**  
**"DRAGONWYCK"**  
A Lion Color-Technicolor  
Plus on Stage - JACKIE KILLES  
Last Night, Extraordinary Musical  
**ROXY**  
7th Ave. at 80th

Owen Winter's  
**"THE WIRGINIAN"**  
In Technicolor  
With  
**McCREA DONOVAN TURTLE BRITTON**  
In Paramount Pictures  
Plus on Stage - JOHNNY LEE and HIS ORK.  
**PARAMOUNT**  
Times Square

**ON SCREEN**  
Thurs., Apr. 25  
**HAYWORTH**  
"GILDY" **GLENN FORD**  
And His Orchestra  
**IN PERSON**  
**IRENE BORDONI**  
And Her Orchestra  
**JOHN BLOCK**  
And His Orchestra  
**RAY SULLY**

**Wally Daney**  
**"GILDY"**  
**GLEN FORD**  
And His Orchestra  
**IN PERSON**  
**IRENE BORDONI**  
And Her Orchestra  
**JOHN BLOCK**  
And His Orchestra  
**RAY SULLY**

**GARY COOPER**  
**Ingrid BERGMAN**  
EDNA FERRER'S  
**"SARATOGA TRUNK"**  
Warner's Biggest with Flora Robson  
Continues  
Dow. City Broadway  
Dow. City Broadway  
Dow. City Broadway

**DAVID LUTIN presents**  
**DANNY KAYE**  
"The Kid from Brooklyn"  
Dow. City Broadway  
Dow. City Broadway  
Dow. City Broadway

**SUSAN HAYWARD**  
**PAUL LUKAS**  
BILL WILLIAMS  
**"Deadline at Dawn"**  
An RKO Radio Picture

Paramount presents  
**RAY MILLAND**  
**"KITTY"**  
A MITCHELL LERSEN PRODUCTION  
Dow. City Broadway  
Dow. City Broadway  
Dow. City Broadway

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**MUSIC HALL**  
**"THE GREEN YEARS"**  
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**JANE JAGGER** - **ROBERT MORLEY**  
**"A YANK IN LONDON"**  
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Dow. City Broadway  
Dow. City Broadway

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# FACTS OF THE RADIO

## Saga of a Boomerang

The agencies—which at one time could boast that they had control over their shows, but now find they're nothing more than a liaison between the talent and the sponsor—are slowly beginning to realize how they contributed to their own fiasco in key production areas. Commercial network programming, it now appears, was not as important as they thought it was. The agencies now regard themselves as the crack made by one top agency exec last week. He suggested to the broadcaster that, in all fairness, the agency should stop the talent common slide. It is no longer an important factor.

The fact that most agencies play a relatively unimportant role in actual production today stems partially from the wartime maneuvering that went on. Agencies had set up their show leaders as independent contractors for purposes of social security payment. In order to protect themselves a comparatively small amount of money, they were passing over control of the shows to the stars.

Now the agencies want to recapture their one-time control, but the stars much prefer the status quo. The agencies realize that the thing's boomeranged right back in their collective faces.

The emergence of the package dynasty, of course, is another factor that has shoved the agencies into the background. The agencies today have just about the same status as the networks had back in the early '30s, after the agencies started to move in on the web on commercial programming. No one today will deny the key role that a Music Corp. of America or a William Morris office plays in network programming. A glance at the Top 15 shows just about tells the story of what's happened. Bob Hope, Bing Crosby, Fred Allen, "Mr. District Attorney," "Amos 'n' Andy," Jack Benny—the agencies have a little bit of any control over these shows and stars. "Fibber McGee & Molly" has the indelible stamp of Don Quinn, its producer, rather than the agency. Walter Winchell once has told of agencies having no say in the matter. There are some exceptions. "Lux Radio Theatre" remains a J. Walter Thompson production "baby." Young & Rubicam, despite the threat of package wars, still has its multiple programming route, keeps a firm grip on many of its shows.

But the overall picture suggests that most agencies have been left holding the business bag, and slowly fading out of the creative picture.

Rose.

## U. S. Steel's Cuffo Road Tour Of

### Air Show a la Theatre Guild

U. S. Steel, which sponsors the Sunday night "Theatre Guild of the Air" on ABC, is adopting the Cuffo road tour subscription technique for its air show. However, it'll be similar to Cuffo's in that it's a touring better employer-employee relations in towns where U. S. Steel and its subsidiaries have plants.

The steel outfit is sending the Guild air show out on tour (it had previously done an origination tour in Chicago for company employees and this Sunday (22) the air will be broadcast from the Cuffo road tour). U. S. Steel has passed out tickets for the Helen Hayes-Helen Menken version of "The Great Waltz" and the "Theatre Guild of the Air" night segment. If latter is decided on, an hour-long mystery show may go into the spot.

And if U. S. Steel picks up the show, the Guild series next season, it's planned to carry the "cuffo road tour" idea to embrace a number of cities.

## BBD&O's Buffalo Sneak of Parr

BBD&O agency, on behalf of its Wildroot account, is using the facilities of WKBF, the CBS outlet in Buffalo, to "sneak" its half-hour show being built around Jack Paar. Later, who appeared recently on the "People's Choice" show, the intention of the agencies because of its click as a GI comedian in the Pacific.

BBD&O is sending Bob LaBour to Buffalo to produce the show, which will be tested over several weeks, with the ultimate aim of Wildroot to spot the program as a commercial network airer.

## Bob Wood's WOR Post

In an expansion of its news staff, WOR, N. Y., has created the post of news Room Manager, with Robert S. Wood, vet newspaperman and radio news editor, stepping into the job.

Wood recently resigned from CBS, where he was Chief of News Bureau at Washington.

## AIR MAY NOW TALK OF SELF

There's the prevailing feeling that, to a large degree, the broadcasters themselves are responsible for the general apathy of the public toward improved radio in America. Oddly enough, its pointed out, radio is the one medium that's shied away from any attempt to bring to the American public any clear-cut discussion on the responsibility of radio as an instrument serving the public interest, etc.

While the networks and stations have invited forums and discussions on practically every subject under the sun, the one missing link, it's contended, has been a healthy kicking around via the airwaves of

## Gallup Speaks

If present plans shape up, the listening public will get direct from the source its most revealing appraisal on public reaction to radio. Dr. George Gallup, the poll man who is director of research for Young & Rubicam, may go on the air with a half-hour show

on the subject of a Federal Radio Commission that is to enter the kingdom of the network's continuity.

Hereafter agency politics has prevented Gallup from going on the air. But it's reported that Young has released its radio show. It is tabbed "America Speaks."

radio's debts and credits as part of the pattern of American life.

It appears, however, that the controversy stirred up over the recent FCC Blue Book attacking the status quo in programming has brought about a new awareness. For the first time, it would seem, consciousness is being developed within the industry that it has been bypassing a vital subject for public airing.

Many now agree that, perhaps because of the fact that they've been too close to the forest to see the trees, they've failed to recognize what has been lying on their own doorstep. The programming idea that could instill in the listening public a greater desire to know how good or how bad it is in America, and what can be done about it?

## Attention Upcoming

There's evidence that the whole question of radio's place in America will henceforth come in for more and more attention over the next few weeks. The Univ. of Wisconsin station, WHA, put on a show devoted entirely to the FCC report, with its pro and con ramifications. Subsequent mail indicated that, so far as the listeners were concerned, it was

(Continued on page 42)

## DROP ROONEY OPTION AFTER 75¢ SPURGE

Ward Wheelock agency has let its option run out on Mickey Rooney, and is starting from scratch in its search for a new Campbell's Soup star for the fall to replace "Request Performance."

For a long time interest in Rooney represented a reported \$75,000 investment, with WW keeping \$25,000. Rooney was on the basic while he was still in uniform.

## Frederic Wakeenan's Book-of-the-Month Cues F-C-B Agency's Burn-of-the-Month

Although publication date has been set for next month, the new novel by Frederic Wakeenan about advertising agencies and a radio sponsor who's a pain in the neck but pays the rent is creating considerable comment in New York agency circles. Advance copies of the book, titled "The Truckster," has been sent around the top agencies by Rinehart & Co., the publishers, inviting their

The agencies in turn have been telling Rinehart that they're de-

lighted with the book; the fact that "There's always one such client in every agency" gives it an impact that

But the behind-the-scenes talk is that Wakeenan, who was former associate at Zotte, Corn & Belding, was treating with something more than a composite of all agencies and clients; that while the author in the book is a soap manufacturer and the F. C. B. is fabled, Kimberly Clark specifically was mentioned in the agency & B. files to unearth a saga with overtones of George

## You-Can't-Kill-Off-Our-Alma-Mater' Old-Guard Rejects Crossley Fadeout

### Who's Raving Now?

Face of a N. Y. radio editor turned more crimson than his sheet's first edition when he printed a rave review of the "Roma Wine's" "Suspense" show for last Friday's edition. Piece obviously was written in advance.

Everything would have been okay except for one little detail. At the last moment the script was yanked and another substituted.

## FTC Is Apple-Pie Compared to ABC, Claim of Agcys.

It's a lot easier these days to pass through the office of a Federal Trade Commissioner than it is to enter the kingdom of the network's continuity. It's particularly annoying that the prevailing sentiment among some of the agencies, who claim that the rigid inspection and o.d. of commercial copy, particularly at ABC, is becoming a vexing problem.

If ABC's "insisting" status quo, by the continually acceptance goes on the web is an old story, of course, but it aggravates the agencies as much as the show's headlines. Fred Allen admits, for example, that a seven-man check-and-diddle-committee of his Sunday night scripts doesn't exactly make him the happiest guy in the world, and Eddie Cantor, on occasion, has found that what, to him, was an innocuous line, got the blueprint treatment.

But recently, say some agencies, the wave of finickiness has switched over to commercial testimonials. They say, for instance, that if you want to invite ABC audiences to the "Theater Guild of the Air," you need proof positive that it is the tastiest dish and that the web will have some hired help over to the agency for legal documentation.

It's particularly applicable, they say, to drop products.

## Sports Show Gets K.O., Tried to Dull Edge Of Gillette's Fight Show

Gillette, which is slumping down on slots to carry the Louis-Corn heavyweight fight over ABC in June, put in a loud squawk to the network execs when it was learned that another sponsor was trying to buy the 15-minute segment on the web for a sports commercial.

Gillette's "no dice" was based on the feeling that sponsorship of such a program fitting in with the fight could not suggest a two-way bankrolling deal and lessen the impact of the Gillette commercials.

As result ABC nixed the 15-minute deal.

Reportedly that the agency is embarrassed and not a little disturbed over the whole situation, and is having serious discussions with the client that's long been the foundation of the agency business and big money. The agency that "Hudson" has been chosen as the Book-of-the-Month choice for June, guaranteeing it an approximate \$40,000 additional readers, doesn't alleviate the embarrassment any, either.

"Barely a quorum put in an appearance" (12) at the 1946 meeting of the Cooperative Analysis of Broadcasting in N. Y., but a N. Y. radio editor turned more crimson than his sheet's first edition when he printed a rave review of the "Roma Wine's" "Suspense" show for last Friday's edition. Piece obviously was written in advance.

Enough votes have come in to indicate that the CAB crisis is not being taken half-heartedly. If rejected, all the while will bow out, although Mutual, because of preyed Ed Kobak's representation, would have no objection to the whole problem and find means of solving the situation.

All of which means, in view of the fact that CAB would be stripped of assets (\$300,000 of its income), that the co-operative setup, if it stays in the rating business, would have to be a joint venture of the whole problem and find means of solving the situation.

If CAB's "insisting" status quo, without support from the networks, it would probably mean doubling even (130,000) of its income, that CAB will initiate a move to put the heat on the webs and try to force a change in the status quo.

More likely that eventually it will have to sit down with Hooper and his surrounding social scientists whereby the co-op organization would control standards for the independent operators.

## 'Adjacency Blues' Gets a Playback

That old refrain, the "Adjacency Blues," is getting a playback on ABC. This time, goes the report, after the morning "Hymns of All Churches" strip. Bankrollers with claims in surrounding slots contend that a stronger program would automatically provide a hypo for their own stamens, and ABC's network's ayeen program structure.

"Hymns" is slated in the 10:30-10:45 segment. It's reported that the squawks reach up to the 11 o'clock "breakfast in Hollywood" show. Later, with its eight-plus rating, is the kinepin of ABC's dominance in morning audience draw, but the feeling is that the "adjacency blues" would be even greater with a stronger 10:30 o'clock show as a stay-luncher.

## BEFORE-OR-AFTER BLUES If Neighbor's Understate, Is It

Better in Front or In Back? Several variables about the Equitable Life-Fire Devine ABC story, "This Is Your FBI" was singing the "adjacency blues" and squawked out loud in the same slot as the "FBI" Herman show, for Wildroot. In the preceding 8 to 10-FBI night slot, wasn't the "FBI" say my say? The feeling was that the bracketing of shows would be Equitable's rating. But the Equitable show, which has had the Wildroot show, made a proposition to Equitable. It offered to change to the 10:30 slot. Up until yesterday (Tues.) it had received no answer.

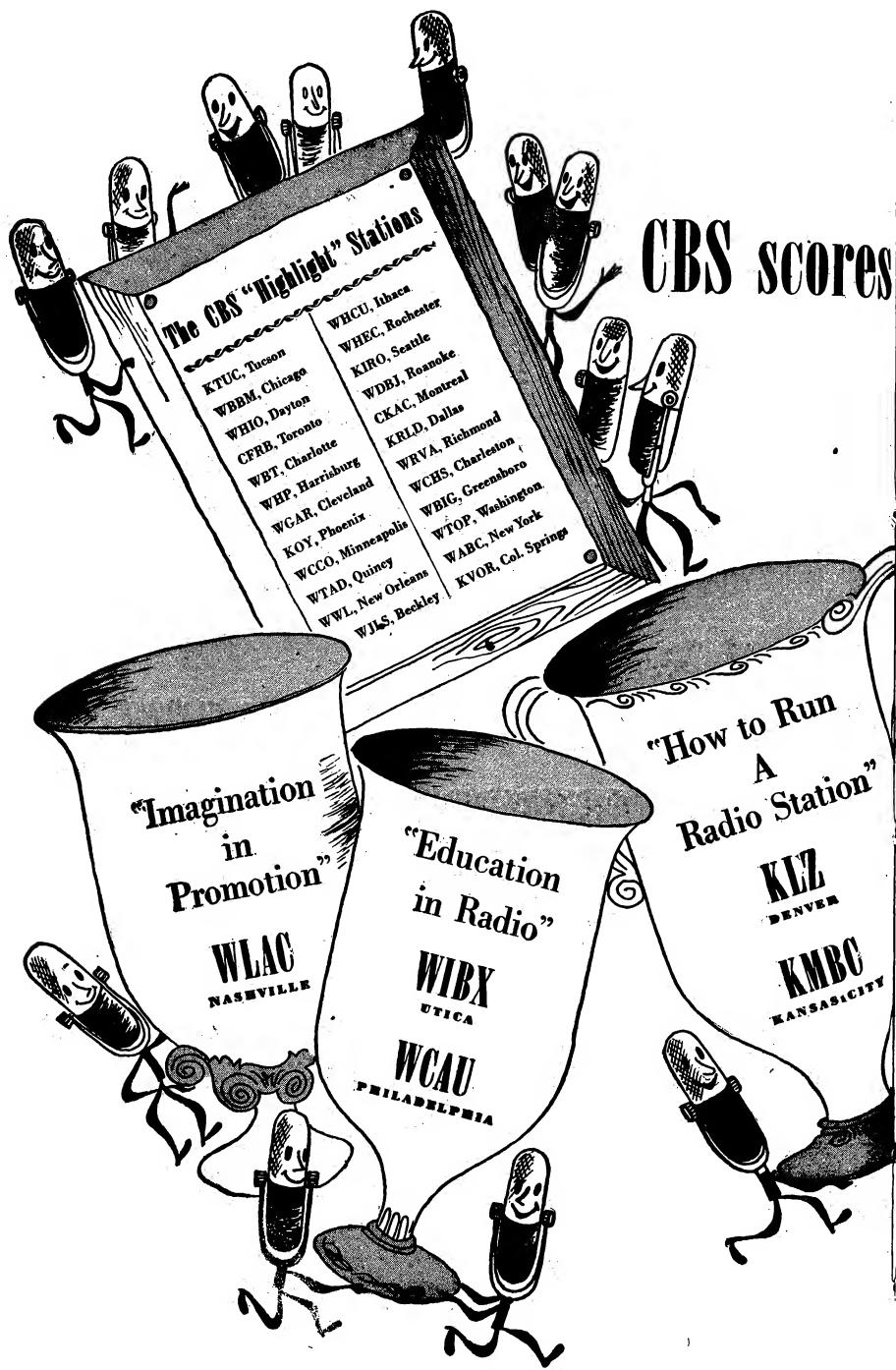
'SWEETHEART (HALF) TIME' "Sweetheart Time" Ivoryn (Gum Lat.) sponsors half-hour program on "Sweet" Sunday 1:30 p.m. will be cut down to 15 minutes starting June 16.

Sponsors and agency planning shows with a new format for that date.









# first in SHOWMANAGEMENT

For the second consecutive year CBS forged ahead to win more major awards in *Variety's* annual "showmanagement" review than any other major network.

In seven different areas of public service *Variety* chose to single out five stations of the Columbia network. In two areas CBS affiliated stations were the *only* winners.

*Variety* nominated Grady Cole, Farm Editor of WBT, the CBS affiliate in Charlotte, and Columbia's *Danny Kaye* program for special citation in the areas of community service and racial tolerance. It cited Columbia's Norman Corwin and Robert L. Shayon for "mature" and "memorable" radio production.

Then it crowned its endorsement of the network's leadership by "highlighting" the achievements of 24 stations throughout the country.

For such leadership Columbia's thanks and congratulations go to its stations, their programs and their personalities. They have been properly recognized for their public interest and ability by one of the industry's foremost professional judges. They can now look forward to the *increasing* respect and attention of the listeners they serve.



**This is CBS...the Columbia Broadcasting System**

## Consolidated FM Hearings Stay On As Some Applicants Leave FCC Cold

Washington, April 23. Probability that FCC will go ahead with consolidated FM hearings in all bigtime markets—even though there are plenty of channels to go around—loomed here last week as the commission conducted its third FM screening in Pittsburgh with only five contenders for six available FM slots.

According to some FCC spokesmen the commission has been disappointed with the showing made by bidders in two previous hearings in Washington and Boston, and so is loath to hand out any frequencies in an important market without a comparative showing. Point is given substance by FCC's refusal to license three of the bidders in Washington, and speculation that at least one of the All licensees in the Boston hearing—WMEZ—will be bypassed when FM permits are handed out there.

Concurrently, FCC is attempting to

clear up "confusion" in the trade press on its licensing policies. In a press statement Friday (19) the commission declared that its rule allowing one outlet to apply for as many as six FM outlets is still on the books with no prospect that it will be changed.

However, as a matter of procedure, FCC said it would hand out FM permits the first time around on the basis of "only one to a contender." This means that none of the 550 applicants with more than one FM bid on file will come up with more than one grant without hearing, until entire backlog of applications has been given the once-over. Exceptions are that second or even third FM units will be okayed after a competitive hearing, or in cases where a bidder proposes service to a community which might otherwise be without an FM outlet of its own.

## Noblesse Oblige

Frank Kingdon, ace gabber for WMCA (N. Y.) did a resume of proceedings at the United Nations Security Council meeting, last Wednesday afternoon (17), but the only New York outlet that carried his voice was a rival indie, WLJB.

WMCA and WLJB are teammates at the UN, broadcasting from the same booth facing the Security Council chamber. When Kingdon got ready for his commentary, after the Polish delegate had indicted the Franco regime in Spain, WMCA's Leon Goldstein and WLJB's Lewis and Carton agreed to let Kingdon speak for both—since the booth is not big enough for two commentators to do their stuff simultaneously. But WMCA's master control was not feeding the UN dings to its transmitter at the time, being busy with broadcasting the Giants baseball game. Result was that WLJB had Kingdon all to itself.

## NBC Fringe-Time Clients

### Rally 'Round 10 p.m. Spot

Flock of bankrollers of NBC shows currently occupying fringe-time have put in bids for the Sunday night 10 p.m. slot being vacated by General Electric and the Phil Spitalny "Hour of Charm" show on Sept. 1.

Bob Burns, who has been anxious to vacate the 7:30 Thursday night slot on behalf of Leave Bros., is reported having a A1 priority and may cop the spot.

### Crosby's Herald Trib Spot

John Crosby has been chosen for the radio editor spot on the New York Herald-Tribune. He's from the sheet's drama-pix-amusement dept. Crosby assignment is to do a daily analysis of programs on the air. Column tees off in the next few days.

San Antonio—Application has been submitted by the Alamo Broadcasting Co., operators of KABC, to the FCC for a new FM station for coverage of 13,250 square miles.

## VA Okays WNEW 'Operations' Show

"Operation Homecoming," a cross-the-country radio-entertainment show, was spotted at peak listening time, 9-9:30 p.m., on the New York indie, WNEW, Tuesday (22). The official backing of the U. S. Veterans Administration.

WNEW has been authorized by the VA to display its official seal on promotional material in connection with the series. In addition, the VA has indicated that the station will solicit other stations around the country with requests to use the WNEW program for their vet programming.

First program on the series, titled "Be Your Own Boss," was dropped this week (22) after a 13-week cycle. This show was devoted to advice on how veterans can go into business for themselves.

Under the new schedule, Monday night's half-hour will be devoted to "Veterans Bookshelf," Tuesday to "Records From Home" for 15 minutes, and "Reunion in New York," Wednesday. "The Veteran Faces the Future," with official VA participation through experts, Thursday, "The Hospital Circuit," and Friday, "We Guard the Peace," a recruiting pitch for the Army.

All scripts and plans will be filed by the station on "Operation Homecoming" are available for any station that may want to use them, according to Ted Cott, WNEW program director.

### VA Pushes Platters

Washington, April 23. Government agencies here are on the lookout for dough and talent from the vets and indies to underwrite platters of interest to ex-GIs.

Currently, Joe Breckner, chief of the Veterans' Administration radio set, is in Hollywood to line up backers for a series of disks on vet rehabilitation problems. One broadcaster already signed up is Radio Buena Vista, licensee of WOY and WNEW, N. Y. Buena's watch-making school for ex-GIs on Long Island will be plugged as an example of career opportunity for servicemen.

Meanwhile, War Assets Administration is distributing five-minute disks designed to acquaint both the public and vets with federal policies in disposing of surplus properties. Bulk of the lot are interviews with "War Assets officials, spelling out the preferences, recorded by the bureau on the surplus. NBC is processing the platters for the Government, and over 200 stations have already signed up for them.

## Musix Box Nixed as Wax As AFM Whacks Effects, Celeste Okay—Oh, Nuts!

The question of whether a music-box comes under the general heading of a record, or can be classified as a studio sound effect, was solved in a hurry by Local 802 of the American Federation of Musicians last week. As a result, CBS found itself scurrying around for an appropriate substitution for its work-along performance on Sunday (21) of "The Playroom—A Modern Allegory."

Because John Dietz, who directed, needed a music-box effect, he picked Wax of all things, a music-box. But AFM said "no can do" the same talk that applies to records also applies to music-boxes. And as a result, CBS' ban on recordings also presented an obstacle.

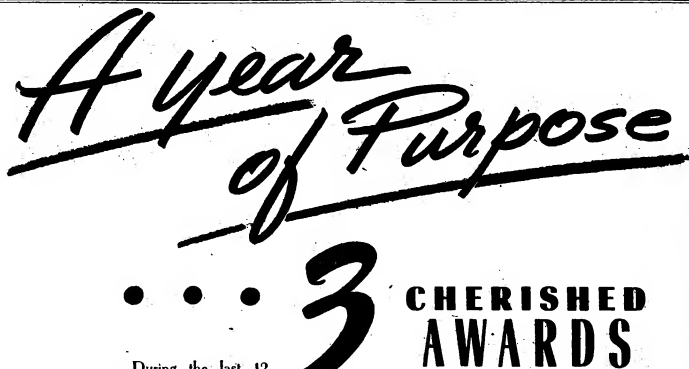
Situation was solved by the use of a celeste.

## Pete Jaeger's N.Y.-L.A. Shuttle on Production

C. P. ("Pete") Jaeger, who resigned his vice-presidency at the ABC net last week, is reported going into radio production on a big scale.

Jaeger set up an office at the base of Transamerica Radio & Television Corp. in New York the day after he stepped out of his web berth. He insisted, however, that the place was temporary. Jaeger worked with Transamerica before he came to what was then the Blue network, four years ago.

Dose is that Jaeger will have two offices, in New York and on the Coast, but will concentrate his personal efforts at Hollywood.



During the last 12 months, much honor and recognition have come to this station.

In friendly competition with all the radio stations across the nation, KRNT has been judged in many ways. The initiative that characterizes the American system of broadcasting has made this competition keen. To have earned distinction in such company is, of course, a source of great pride to us.

No greater incentive for future progress could have been given us.

Embossed on a plaque in the building which houses our station are the words, "Things don't just happen—somebody makes them happen." The members of the KRNT staff have demonstrated the truth of this.

They are the ones to whom the honors belong.

*Phil Hoffman*

Vice President and General Manager

### variety Show Management Award

● For outstanding spot news coverage by wire recorder of a Des Plaines continuous program, in which KRNT championed the news prerogatives of the radio industry.

### George Foster Penbody Radio Award

● A special citation for news handling—for... forethought and enterprise in securing a newscaster to New Mexico, there to record the only multi-scene broadcast from the site of the first atomic bomb test.

### Billboard Award

● For outstanding achievement in radio promotion. (Regional channel, network of 14,000, 1945).



# KRNT

THE COWLES STATION IN DES MOINES

CREATED FOR THE COAST... by the Idea Network



**T**ODAY, every news bulletin is excitement-packed. But the story behind news is even more exciting. In the past of every name, in the shadow of each event lies the conflict of men's ambitions, their struggles, their moments of comedy... the great, human sidelights that are often lost in the terse phrases of news reporting. *Front Page Features* spotlights these vignettes each Monday through Friday in fifteen minutes of dramatic narration by Columbia Pacific's famed newscaster, Knox Manning.

Before he became a newsmen, Knox Manning was an actor. He makes the most of both talents in presenting the vivid, moving pageant of forces and emotions that form the spectacular backdrop for the day's news. His voice is perfect for the part, sliding easily from quiet pathos to razor-edged suspense. Pacific Coast people know it well; they've been spellbound by it for the past twelve years.

The terrific impact of today's news, plus Knox Manning's abundant talent, makes

*Front Page Features* the most unusual newscast on the West Coast. Right now it is for sale. A call or wire to us—or Radio Sales—will hold it for you. If you miss out, take comfort in the fact that Columbia Pacific has other sales-packing programs equally interesting, equally suited to your needs.

Palace Hotel, San Francisco 5—Columbia Square, Los Angeles 28  
Represented by Radio Sales, the SPOT Broadcasting Division of CBS



## Indies Like PW Point-to-Point DX, FCC Seen Inclined to Permit Tests

Washington, April 23. A good many individual radio stations and five out of six regional networks believe they may have found the answer to the bogey of high-frequency cross, if FCC gives its blessing to a new program-transmission service proposed by Press Wireless.

A Press Wireless proposal to short-wave voice reports on UN meetings in New York City to individual stations throughout the country, at a price well under that for a wireline hookup, was turned down by FCC early this month. But favorable commission action is expected momentarily to permit the company to experiment with the new service on a "no-cost" basis to the stations.

FCC, relying on its own report on the chain broadcasting regulations, has expressed interest in any new service which would permit "wide dissemination" of public service programs to stations which cannot afford to pay for the wireline. At least one FCC member is known to have been willing to let Press Wireless inaugurate the broadcasts even on commercial basis to realize this goal.

Under the Press Wireless proposal, the company would send out (Continued on page 38)

## Pepsi Dropping Quent

Pepsi-Cola is dropping sponsorship of Quentin Reynolds, May 19, at close of first 13 weeks of correspondent's stint on Mutual.

Meatline, likelihood is strong of Reynolds continuing as a sustainer.

## See NAB-GOP Tieup Vs. FCC's Blue Book

Washington, April 23. Strong indication that the Republican Party intends to line up with the NAB and substantial segment of the broadcasters in opposition to the new FCC stand on programming was given here last week by Carroll Reece, GOP national chairman.

Reece in an address before the National Press Club, declared: "I am sure many of you are familiar with attempted infringements upon the freedom of the air. If any governmental agency is ever permitted to control the radio programs of the nation, then freedom of the air will be dead."

## Salter Comedy Spice

"It Pays to be Ignorant," Philip Morris show which is coming back to the CBS Friday 9-10:30 slot May 3, is going to get a musical hype, with music interweaving the old comedy format on the stage.

Harry Salter's orech has been signed, and his addition a quartet, "The Equivocal," will hold forth under Salter's baton.

## Hour Disk Costs Walgreen \$50,000

Hollywood, April 23.

Most expensive program ever put on wax will be Walgreen's 46th anniversary hour show he cut April 28 at CBS. Cost to the drug chain will be in excess of \$50,000 exclusive of spot-billed time in towns where Walgreen has stores or agencies. Slugging the roster of stars, paid their established fee, will be Bob Hope, Frank Morgan, Ginny Simms, Rochester, Dennis Day, Vera Vague, Andrews Sisters, Eddy Duchin, Harry Von Zell and Ray Noble's orchestra. Ted Markbury produces the script by Maurice Mamet and Charlie Isaacs.

Last year Walgreen spent similar amount for an all-star hour recording.

## Station Price Ceiling Aim of FCC As Part of 'Tough' Transfer Line

### It Pays to Squawk

Philadelphia, April 23. Last week the United Electrical Radio and Machine Workers of America (CIO) squawked to the FCC that it was getting the cold shoulder from Philly stations when it tried to present its side of the lengthy strike at the Westinghouse plant here.

Yesterday (Monday) the union announced that every Philly station had granted it time this week.

### Ex-Justice Roberts As Moderator of WFIL Show

Philadelphia, April 23. Former Supreme Court Justice Owen J. Roberts has been signed as moderator of a new weekly forum over WFIL titled "Philadelphia and Suburban Town Meeting."

Speakers at initial show next Sunday (28) will be George V. Denny, Jr., moderator of ABC's "Town Meeting of the Air" and John C. O'Brien, head of the Washington Bureau of the Philadelphia Inquirer, which owns WFIL.

Announcement by acting FCC chief Charles E. Denny last week that FCC will soon petition Congress for authority to place a lid on sales prices of radio stations—drawing the open an issue first referred to Capitol Hill by former FCC Chairman James Lawrence Fly about 10 years ago, Congressional inertia in deciding the question one way or the other, at the time, left the FCC in a dilemma, according to observers here, in realizing the full effect of its new right "right" policy on station transfers.

Denny's announcement came in oral argument here Wednesday (22) on FCC's proposed rules calling for advance publicity and open bidding on all stations put up for sale, with the commission to be the final judge of which of several bidders gets the prize. The rules are the first spelled out in a four-to-three decision last October obviating the sale of WFIL to the nearby Radio Co. to the giant Avco Corp.

In the AVCO decision, the FCC made the "bought" rule, the control station price bid but admitted the factor was fundamental if the transfer rules under rules speculators out of radio. In a minority opinion, Commissioners Clifford J. Durr and Paul Walker claimed FCC already had the right to turn down stations' sales tickets, and should use it in the new transfer procedure.

Under different conditions, back in the summer of 1944, City Council Congress' attention to the "bought" sales prices of stations. With all construction of new radio stations halted during the war and radio's earnings at an all-time peak, Fly wrote to chairmen of the Senate and House Interstate Commerce Committee.

However, Congress never lifted a finger to advise the FCC formally one way or the other.

**Seek Price Control**

Although the "bull market" in radio has tapered off in recent months, FCC members are now plugging for price control in connection with the AVCO rules. For the rules say only that competitive bidders for a station shall meet the price quoted by the first party who contracts to buy.

At FCC oral argument last week, the AB council Don Petty argued that the rule would result in higher—rather than lower—prices paid for stations, and would "attract speculative capital" into broadcasting. Denny replied that FCC would ask Congress for specific authority over sales tickets, and if, often, this would meet both objections.

Observers here believe, however, that legislative action from Congress—once the FCC proposal comes in—is unlikely this year. They point out that in this event, FCC will still have no authority to turn down a transfer on price alone.

Meanwhile, the new transfer rules themselves will probably be written into FCC's rule book, despite the opposition of the NAB. Arguments by Petty that FCC had "overstepped" its legal authority in the rules met with a united committee response to the effect that FCC has statutory authority to set up new rules wherever necessary to "implement" licensing "in the public interest."

He was hard put to find arguments against the "desirability" of FCC's exerting the same control over applicants buying into radio as is exerted when applicants apply for a frequency to build their own stations. However, since FCC could turn down a transfer when it was not in the public interest, Petty took the position the new procedure was unnecessary.

Commission members appeared more sympathetic to protests from stations KSSO, Sioux Falls, S.D.; WKYC, Cleveland, Ohio; and WICA, Ashland, Ohio, against language of the rules calling for open bidding when a station—as part of an estate—is transferred from executors to heirs or third persons.

Des Moines—W. L. Flanagan, director of radio promotion for the Des Moines Register and Tribune, has been appointed information specialist for Iowa for the U. S. Environment Service. Formerly with WIO and also KRRZ in Des Moines.

**1040 KQV PITTSBURGH**

**SHOWMANAGEMENT AWARD**  
for  
**OUTSTANDING SPOT NEWS COVERAGE**

Hecht and MacArthur's uproarious comedy-drama of news gathering, "The Front Page," was given a real life, 1946 version, in KQV. Only the principal characters were changed. The scoopers this time weren't newspapermen, but newsmen of the newsmen. Instead of covering a murder trial, this Pittsburgh "Front Page" had the current Page One participants, a general union and a utility company.

How KQV and its "unholy three," manager Pete Wesser, assistant Jim Murman and newshawk Louis Kaufman smoked raw, and newshawk Louis Kaufman smoked up the smoky city by KQV's embarrasment soon be forgotten by KQV's embarrasment. Not only did KQV score its first news beat competitors on the town's entire news beat, but it also did KQV score its first news beat competitors on the town's entire news beat to call off the imminent walkout—an action that would paralyze the city's power supply.

...but it was the only news outlet functioning when the strike action came. Then the whole delicious union-utility fight ended dizzily, and a KQV microphone, when it came into the exclusive station union head made the exclusive station announcement from the story of the strike's How KQV sat on the story of the strike's end, snafuing the mayor's office and the city room, stations has already become radio's news history.

The question of party-wait journalist, ethics is not considered here. KQV, by aggressive, tough action, proved that a radio station can stand up and trade news punch with any other news source. A great deal of health and security of its town. KQV's job was to "cover" that story and help people in KQV did that—and how! They have become Pittsburgh's newest and boldest Pirates.

Variety's decision serves to confirm what we've been telling advertisers for a long time—

**WE'RE PITTSBURGH'S AGGRESSIVE STATION**

**KQV**

1410 KC—1000 W  
Permit for 5,000 watts  
granted and transmitter  
construction under way.

NATIONAL REPRESENTATIVES

WEED & COMPANY · NEW YORK · CHICAGO · SAN FRANCISCO · HOLLYWOOD · DETROIT · BOSTON · ATLANTA



# INS Seeks 'Live Programming' Credit Tag for Wire Service News Shows

International News Service has petitioned the FCC for a change in one of its new rules defining program categories, with the idea that local stations may find it easier to be credited with more live programming via news shows.

INS' service's lawsuit, registered verbally to acting FCC chairman Charles R. Denny last week, was filed with a "request" filed by Robert W. Brown, executive news editor for INS. Complaint, couched in a manner indicating that INS is fighting the commission but, as FCC should correct a mistake, was filed by the wire service as "a friend of the court."

INS concentrates on the commission's prior ruling in category, in the FCC's Blue Book on programming March 7, where the new category is defined as "any piece of text which is distributed to a number of stations by telegraph, teletype or similar means, in whole or in part by the local announcer." In setting up this category, the FCC stated that "livecasts distributed by the wire news services are 'wire' programs. A news program which is not and in part of local, non-syndicated origin is classified as 'wire' if more than half of the program is usually devoted to the reading of the syndicated wire text, but is classified as 'live' if more than half is usually devoted to local news or comment."

The result of this ruling, Brown pointed out, is that the FCC gives top priority on newscasts to local news which, very often, is much less important than the national or international news brought by the wire service tickers.

**Wanted Programs**  
Brown points out that local stations, in their eagerness to get more live program credit from the commission, would water down their news service reports with unimportant local news. Result would be, he held, greater imbalance of programming rather than the better balance sought by the commission.

The INS exec holds that local news cannot always be defined, since it must be related to the station's news, its audience, coverage, etc. He insists, further, that a news-caster using 51% of his news from a wire-service teletype is in no different position than a local singer using sheet music "printed at some point and then syndicated" to many other stations.

Brown's complaint was said to have a very good chance of meeting with favorable FCC acceptance. Result would be that local stations, fearful since March 7 that their license renewal will be affected when their live programming is seen to be small, would increase their news coverage to bolster their credits with the FCC.

Interesting angle of Brown's complaint is that it is really part of the old INS sales battle against the specialized radio news coverage of other wire services. INS salesmen have always stressed the fact that INS does not edit the news for radio but covers news completely, leaving the editing to the station's own news staffs and editors.

## NEW WCKY PROGRAMS DRAW CINCY KUDOS

Cincinnati, April 23  
WCKY's inauguration last week of revised programming, akin to that of CKY, Toronto, and some New York City stations, prompted quite a few compliments from listeners via letters and telephone calls, reports Kenneth W. Church, exec. vice-president of the station.

For the WCKY change, L. B. Wilson, owner, dispatched three staffers to make field surveys of several stations with similar program setups. They are William Dawes, studio director, Jeanette Paul, traffic manager, and Sarah Jane Petty, assistant to Church.

Using platters entirely for music, the new WCKY pattern breaks the old into types intended as most suitable for the various times of day and night. These stretch from one to three hours, and are interspersed with newscasts on the hour and half hour, news being cut to five minutes except for mealtime and bedtime when it runs 15 minutes. Geared for more music and less talk, the revision is easier for announcers, yet it has the record jockeys on the double flip.

## Lee & Lawrence, With 3G 'Request' Income Gone, Turn to Legit Scribing

With the fadest on Sunday (21) of Campbell's Soup "Request Performance" show, Bobby Lee and Jerry Lawrence, who scripted at \$1,000 a week, have decided to bypass radio, at least for the time being, to get to work on a stage play. Lee and Lawrence, incidentally, passed out to cast and production crew when curtain rang down on Sunday "honorable discharges" certifying that "bearer served with valor in the 'Request Performance' campaign." "Purple Hooper" citations were awarded and listed under "wounds" were "severe cut received in middle of second commercial" and "lacerations from small fire by Oscar Levant."

Embossed on copies was a can of "cream of Arthur Lyons soup." ("Request" was an A. & S. Lyons package.)

## CNNY PLAQUE AWARDS TO HIGHLIGHT POWWOW

Plaques for outstanding service in various branches of radio will be awarded by City College of New York at Hotel McAlpin, N. Y., May 1, with winners as follows:

Ralph R. Jones Co., Cincinnati, ad agency group, for its promotion on "Linda's First Love" program. WEZI, Boston, in regional stations group, for promotion of public service program, "Life to the Front." WCAU, Philadelphia, in clear channel group, for its public service program, "Crusade For Better Drinking Water." Columbia Pacific Network, Los Angeles, in regional nets group, for overall network promotion. NBC, N. Y., of national nets, for overall promotion.

CNNY will hold its second annual radio conference April 30-May 1 at the McAlpin, with afternoon and evening sessions discussing FM, AM, television, tele advertising, the recent FCC report, etc. The award dinner will close the conference. Eighteen certificates of merit will also be awarded in addition to the five plaques.

Pittsburgh—Bill Biscope, KDKA announcer recently out of the service, has resigned to become assistant to the editor of WHBC in Canton.

# AFRA-Coast Indies Pact Hikes Pay For Gabbers; IBEW Negotiation Under Way

Hollywood, April 23.

## Chi Nitery Owner Came To Pan WOR's Barry Gray, Winds Up Bidding For Him

Ralph Berger, operator of the Latin Quarter, Chicago, turned up on the Barry Gray all-night show on Mutual Thursday (11) with the express idea of mangling the disk jockey, and wound up offering to sponsor him over WGN, Chicago.

Berger, the night previous to his appearance, heard Gray rap his headliner (Martha Raye) because of the blue content. He subsequently sought to avail himself of the opportunity to answer back and came up to the show flanked by his N. Y. representative, Sol Tepper.

After admitting that Gray could be right, and pleased by the jock's handling of the situation, Berger, the next day, wrote to Mutual asking rates to pipe show into Chicago under his sponsorship.

Agreement has been reached on announcer wage increases between indie station managements and the American Federation of Radio Artists. Dispute, lasting two months, was settled April 18.

Under the new contract, retroactive to March 17, and effective for 18 months, gabbers get hikes ranging between 25% and 42%. New high of \$87.50 is effected, eliciting former peak of \$55. New minimum is \$32.50, compared to previous low of \$30.50. Top three indies will pay the \$87.50 salary. They are KPWB, KMPC and KXLA. Stations KFOX, KGER, KFAC, KILAC, KRKD and KPVD will shell out \$87.50 a week. The low bracket, trio, KIEV, KGEV and KWKW ante up new minimums of \$32.50.

The new high figure (\$87.50) is the equivalent of minimums now paid by network stations here. Situation is admittedly unusual—particularly from indie broadcasters viewpoint. The union wanted to deal with the new rates and establish precedent. (Continued on page 38)

**Trustworthy...**

For over 56 years the Northern Trust Company of Chicago has typified the conservative and dignified service that merits trust and confidence in the banking business.

And for the last ten years the bank has sponsored its radio program "The Northerners" over WGN.

This distinctive program provides a half-hour of soothing melody each Wednesday evening at 9:30. An octet, guest soloists and an orchestra combine to provide entertainment to WGN listeners.

The continuing success of "The Northerners," and its current Hooperating, constitute ample evidence of an appreciative audience.

WGN still leads the way . . . still carries more local and national spot business than any other major Chicago station. Today, more than ever, the correct answer to coverage of Chicago and the midwest market is WGN.

A Clear Channel Station . . . . .  
Serving the Middle West

**WGN**  
CHICAGO 11  
ILLINOIS  
56,000 Watts  
72  
On Your Dial

**MUTUAL BROADCASTING SYSTEM**  
Eastern Sales Office: 230 East 42nd Street, New York 17, N. Y.  
West Coast: Edward S. Towneend Co., Ross Building, San Francisco, Calif.

## Aussie Pix Sponsors Drop Radio. Trade Hits Back With Live Talent

Sydney, April 21. Now that local newspapers are in the field again for advertising following wartime mix on added newspaper, radio finds that sponsors are taking accounts away and returning to their first love, the newspapers.

Pie lions turned to radio heavily when no space of any consequence was available in newspapers to boost attractions. Ad men attached to top pie distributers aver that radio didn't bring them a dollar's worth of extra biz. Naturally, radio and pie never really did mix happily here.

Present indications are that commercial and national (non-commercial) radio units will give pie solid opposition this winter—and many winners to come, via the spotting of bits of live material, ditching disks and using lots of that type of showmanship played by the pie boys.

Radio is going out after personalities, stage bands, top acts, concert stars and suchlike, set for daring in city halls, tube and country centers setting loads of playing time units apart from ordinary studio dates.

Outlets for live talent, for instance, have been playing units almost on a cost-to-cost basis, playing terrific trade with three weekly shows. National stations have been, and will continue, to back concert management by importing the highest talent

### MUTUAL SETS SECOND 'CARRINGTON' CYCLE

The "Carrington Playhouse," Mutual Thursday night drama show, which completes its first 13-week cycle on May 16, has been linked for a second cycle on the net.

Opener of the new series, May 23, will star Helen Hayes in "Portrait of a Girl," by Winifred Wolfe.

Elaine Carrington, morning-serial writer who produces "Playhouse," is understood to have received an upped budget from Mutual for continuation of the program. Meanwhile, the net is still looking for a sponsor for the show.

Final show of the first cycle, May 16, will be a rerun of the best in the preceding 12 stanzas, but announcement of the winner—who will get a \$500 prize from Mrs. Carrington—will not be made until airtime on May 9.

Content from abroad and playing all key centers.

Understanding is that some radio setups will split cost of importing top talent from Britain and the U. S. Aussie circuits with advertising agencies interested in moves.

This time, according to insiders, radio is going all out on showmanship. And it's going to give the pie biz a lot of opposition.

### AFRA-Coast

Continued from page 37

edential salaries from which indices could be worked accordingly. However, the indie contracts expired, so AFRA had no choice. Continuation created difficult stance for the union, which resulted in prolonged haggling.

Managements themselves were finally dragged into discussions, as were the announcers. Settlement appeared impossible between Don Johnson, attorney for Southern California Broadcasters (indie stations) and Claude McCue, AFRA rep, so all interested parties were included to avert impending strike that all sought to avoid.

#### No More Juniors

In addition to the primary considerations, the new ticket eliminates the junior announcer category. It also provides that money disputes arising from commercial fees, etc., will be settled by arbitration before the union.

There was considerable concession on both sides. The broadcasters signed their original counter-proposal for a 20% hike. The union slid from its demands for a 30% hike.

The agreement marks the first time the union has held with all 12 local indices. KRKR, KFVD and KIEV, formerly unorganized, were brought into the joint negotiation.

Strike threat had plenty of others worried lest they be dragged in. Situations are fairly loaded with personnel who graduated from announcer ranks but continue to retain AFRA cards against a vain day. Account executives, managers, press agents and

others are among those who were on the fence.

The International Brotherhood of Electrical Workers now steps in where AFRA left off. Date has been set for SCB rep to meet with Roy Tindall, IBEW rep, today (Wednesday) to commence negotiations on 30-day, later later seeks for technicians. Broadcasters are more favorably inclined to IBEW proposals. They were more or less anticipated. They were carefully calculated before presentation. Consequently, deal should be a quick one, indications being for a fast decision one way or the other and a negotiated haggle as in case of AFRA. It will be an agreement or a fight from the start, observers believe.

### James Cassidy Steps Up To WLW Flackery Chief

Cincinnati, April 23. James Cassidy steps up May 1 as public relations director of WLW, succeeding A. E. "Tom" Schaffer, who becomes public relations and food merchandising consultant.

Joining the station as a publicity writer in 1938, Cassidy turned mixer before Pearl Harbor, and served as WLW's war correspondent in Europe before and during the Allied breakthrough into Germany.

The reassignment permits Schaffer to resume as managing director of the "Chief Retail Grocers' annual food and health exposition, now in its 29th season and slated for three years by the war.

William L. Baylow and Bill McCuskey continue as publicity director and head of the station's talent exploitation department, respectively.

### Point-to-Point DX

Continued from page 36

reports from UN which could be picked up directly by stations. The news events are broadcast locally, or which could be recorded and used later as part of a local news show.

Use of shortwave facilities, the indices say, would enable them to detect their own independent reports. The stations are aware of the present costs. Stations' own commentators in N. Y. could report directly to them. Also, at least several stations in a community could pool their resources in using corresponding facilities at even less expense.

#### Endorsements In

Endorsements of the Press Wireless plan have already come in volume. John Purdy, owner of the West Coast Broadcasting Association, and member of four Florida stations (WFTJ, WCLB, WTIC and WDLB) wrote: "We are definitely interested in a plan whereby regional and independent broadcasters will be able to provide their listeners with coverage of the news and other important information. Hereafter, possible wireline charges have prevented our own stations in Florida from providing this service to our listeners."

Other PW backers include: Roger Clapp, WFL, the Philly Inquirer's station; Philadelphia Jack Fraig, promotion man for Mutual's Washington outlet, WOL; F. A. Lovel, WLO, Des Moines' clear channel outlet; Albert Johnson, of KOY and the Arizona Network; the Carolina-Tusculum Network; and Ben Strouse, manager of District of Columbia independent, WDCC. Strouse said: "The plan would solve the problem for independent stations. Hope the commission approves it."

Reason for FCC caution, it was pointed out, is concern over the tight supply of valuable shortwave frequencies. FCC is also loath to feel that, if service is feasible for commercial use, other companies should enter the field and provide PW in some competition.

The quality of PW's transmission over its point-to-point facilities is inferior to that given over the airwaves, according to engineers here. However, it would be good enough for voice broadcasts, which is principal interest of the stations in any event.

Under PW's original rate proposal, the service would sell for a minimum rate of \$40 for the first 10 minutes and \$4 for each additional minute.

### Pres. Truman to Wait On Filling FCC Vacancy

Washington, April 23. The White House still runs on action in filling the Democratic slot at FCC, with announcement last Tuesday 118 that the vacancy would remain open for a while. President Truman told a news conference that he had a couple of names in mind for the post, but nothing would happen soon.

This led to speculation that the former FCC chief Paul A. Porter might still exercise his option and return to the Commission even if Congress knocks the pins out from his doing an effective pie control job at OPA.

A second rumor has it that the White House is building up acting chief Charles R. Denny with hope of moving him into the chairmanship permanently in the next few months. Idea is that Truman would name the No. 7 man at FCC and concurrently boost Denny to the No. 1 spot.

### CONNECTICUT LEADS AGAIN!

Watch for figures on Effective Buying Income in Sales Management Survey by Buying Power. (Coming May 10)

Here is an open-ended TRANSCRIBED "Outdoors" Program  
that has EVERYTHING!

# Outdoor Life Time.

Produced in Association with America's Leading Magazine for Sportsmen

### \* Outdoor Life

#### • A READY MADE AUDIENCE NUMBERING 20,000,000

Regular appearance of America's best known outdoor life authorities make **Outdoor Life Time** a LISTENING "MUST" for the 20,000,000 Sportsmen who buy fishing and hunting licenses each year... and who spend **FOUR BILLION DOLLARS ANNUALLY** for equipment and supplies.

In addition... these same authorities will provide listening enjoyment for the multitudes of Dog lovers, Boating enthusiasts—in fact, EVERYONE who enjoys life in the open!

#### • POPULAR ENTERTAINMENT—WIDE "HUMAN INTEREST" APPEAL

Amazing oddities and fascinating facts about life in the open—told in friendly, non-technical, "down-to-earth" language—make **Outdoor Life Time** popular entertainment for every member of the family!

#### • PUBLIC SERVICE PRESTIGE

Following the long-established Editorial Policy of "Outdoor Life" magazine, **Outdoor Life Time** is produced in the interests of **GOOD SPORTSMANSHIP**... and dedicated to the **CONSERVATION** of our country's great natural and wildlife resources.

#### • "MAIL-PULLING" CONTESTS AND POINT-OF-SALE PROMOTION

Sure-fire "mail-pulling" contests—as well as potent point-of-sale promotion pieces—unique in transcribed radio—are available as optional services with **Outdoor Life Time**.

**Outdoor Life Magazine is read by 1,500,000 sportsmen every month!**

—and known to Millions More!!

Ray Brown—editor of "Outdoor Life" magazine, popular author and sportsman, introduces his famous editorial staff in his role as host of **Outdoor Life Time**.

**Outdoor Life Time** is an expertly produced program—written and directed by Charles Cromer, well-known for his versatility and creative ability; original writer of first network outdoors program.

### RICHMAN PRODUCTIONS

10 EAST 43rd STREET  
NEW YORK 17, NEW YORK  
Murray Hill 2-5854

WRITE, WIRE OR PHONE  
FOR AUDITION RECORDING

## Philly Papers Show

Way to Radio Break:  
Let Sheet Own Outlet

Philadelphia, April 23. Philly dailies are beginning to give radio more space and their coverage will be increased gradually as the newspaper situation eases up.

Chief reason radio is getting more attention in the dailies is fact that two of the largest papers here now have their own stations and are not coy about it. The Philly Inquirer owns WFIL, local ABC outlet, and plugs in the "Inquirer Station," giving WFIL shows first place "highlight mentions." Inquirer also carries call letters in Page 1 column.

WPEN, 10,000-watt indie, is owned by the Evening Bulletin, one of the largest dailies in nation, and its listing in highlights and other promotional material, available at one of the most anti-radio newspapers in country.

The Record is carrying highlight boxes on Sunday, and occasionally using cuts with long log. Both Record and Inquirer also carry a separate log for musical shows. The Camden Courier-Post, the Record's affiliate in New Jersey, now carries the radio column, titled "Joe Hearty." Most of the local sheets plan to resume columns, at least on a part-time basis, as paper supply permits.

WBBM Skeds Brace Of  
Negro-Slanted Shows

Chicago, April 23. WBBM, the CBS station here, has taken the first big step to comply with the recent FCC ukase against race discrimination in radio, with two new programs revolving around Negro situations.

First on the list is a series of weekly fight broadcasts, originating from the Savoy Ballroom, south side dance and arena. Boxers will be amateurs and the airs will be sponsored by the South Central Dept. Store, John Harrington. WBBM staffer, will do the broadcasts, which are scheduled for every Tuesday night from 10:45 to 11:15 p.m., beginning April 30. Sponsor has 100% Negro help.

Second of the two broadcasts will be on a twice-a-month basis in conjunction with the Chicago Defender, Negro paper, published on the south side here. To be called "Democracy-U. S. A.," show will present dramatizations from the life of a famous Negro who has contributed to the progress of America and his race. Last three minutes will be reserved for interview with the person portrayed, and a talk on race relations.

## Edna Best Pilots 'Archer'

Hollywood, April 23. Edna Best has been set as producer of the new "Meet Corbin Archer" series by the Ward Wheelock agency. Show is being readied for airing over CBS on April 26. F. Hugh Herbert, scripter of program, is also working on a sequel to "Kick and Tell," Columbia film, which he will produce independently when writing is completed.

## 'Oscars' Down Under

Sydney, April 11. A move to establish radio "Oscars" as recognition for top radio talent is getting lots of backing here from the commercial end of the industry. Awards would be made to best radio performers in various categories, as well as to scripters, producers, directors, etc.

## JIMMY FOX'S COPIES SPONSOR

Boston, April 23. Within three weeks after inaugurating his Sports Reporter show as a sustainer on WEEI, Jimmy Fox has landed a sponsor. Henceforth he will be selling Vest-Pok razors and men's toiletries for T. Noonan Sons of Boston.

Contract is for 26 weeks, with Fox heard cross-the-board at 6:15 Monday through Saturday.

Philadelphia. — Charles Shoffner, veteran WCAU farm editor, last week resigned because of ill health. Shoffner, now 74, has been broadcasting for 23 years, the last 15 with the local Columbia outlet. His place will be taken by Amos Kirby, writer and editor of farm and range publications.

Sixth Pitt Outlet O.K.  
Given Former KQV Head

Pittsburgh, April 23. License for a sixth Pittsburgh radio station was granted last week by FCC to Liberty Broadcasting Co., headed by John Laux, former manager of KQV. Liberty Co. now operates stations in Washington, Pa., Steubenville, O., Atlantic City and Kingston, N. Y. Studios haven't been located yet, but a transmitter will go up soon in Troy Hill district. The new station, which will be managed by Jack Mesian, onetime program director of KQV, will operate on 730 kilocycles, 1 kw power, daytime only. Call letters haven't been named yet.

The company will have to give up WJPA in Washington, Pa., to get its Pittsburgh license because of the overlapping of broadcast signals.

## Right Down Hastings' Alley

The Sunday afternoon "Right Down Your Alley," bowing audient participation began on the ABC March 31, has landed a sponsor. While no official announcement has been made yet by the net, available word from Chicago, bankroller was reported to be Hastings Pison Ring Co. Bill Slater emcees the show, assisted by Don Gardner. Scripter is Ralph Hartel.

## The New Proletariat

Morris Novik, former director of WNYC (nominally owned of New York City station) and before that head of WEVD, a labor outlet, has been specializing in labor radio for a long time but never belonged to a union. Reason was that he was considered a boss. Last week, as producer-director of former Mayor F. H. LaGuardia's broadcasts, he joined the Radio Directors Guild, thus becoming a member of the AFL.

Payoff is that Novik is now earning at least twice as much as he used to in his days as an employer.

'Inside Radio Tokyo'  
Given Time on Mutual

"Inside Radio Tokyo," new info program produced by the Civil Information and Education Office of the U. S., will be broadcast from Tokyo for benefit of American listeners, beginning Sat. (27) for 13 weeks, over Mutual.

Program will give stories of U. S. during their life in Japan, problems of occupation, etc., scripted, directed and produced by former network agency execs and staffers now in service. Airing will run 2 to 2:15 p.m.

'Liberal' Philly Daily Does a Voltaire,  
Shifts to Close's Side on WIBG

Philadelphia, April 23.

## Young &amp; Shubert Wrap

## New Todd Show for Air

Young and Shubert, new radio package show concern formed by Col. Marvin Young, former chief of the Army's Entertainment Branch, and Major John Shubert, his current successor and producer. J. S. has, formed a tieup with Mike Todd to handle latter's radio interests.

Outfit is now readying a half-hour series in collaboration with Todd. Show will be live musical, using name talent in part. Format, scripts and talent are still in the hush-hush stage.

## Tom Revere's 'Crime' Package

"Stop That Crime!" new dramatic show based on authenticated case histories of criminals, is being auditioned for agencies by Tom Revere. Show is headed by J. Edward Slavin, sheriff of New Haven county, Conn., and lecturer on juve crime. With Albie Booth, onetime Yale football star, Slavin some years ago founded Boys' Village, near Milford, Conn., to prevent juve delinquency.


The Independent Citizens Committee of Arts, Sciences and Professions was blasted in an editorial by the Philadelphia Record last week for passing a resolution demanding that Upton Close's program be dropped by WIBG.

Shortly after the ICC's protest, the station announced that Close's contract had been cancelled. However, WIBG claimed it was because the station was committed to carry night ball games.

The Record, a liberal daily, said ICC's action left it "astounded and ashamed." The paper pointed out that it had protested after Sam Balter was dropped from Mutual when he had attacked Col. Robert R. McCormick.

"We agreed with most of the opinions of Sam Balter, who was fired because he was a liberal," said the editorial. "We disagree with most of the views of Upton Close, a reactionary from away back. But we think both men have a right to be heard."

Memphis—Staff Sgt. Earl Moreland is back to his old production manager for WMC after 17 months in the Pacific.



## THE LAMP LIGHTER

TODAY, as in the past, New England has its lamp lighters in a few localities, retained because of tradition. For tradition, in New England, is stronger perhaps than in any other part of the country.

The local community, the bank, church, town hall and its own radio station are linked together traditionally.

The Yankee Network, in turn, with its 23 local hometown stations, serves these key communities as only local stations can serve them — linking them together to form New England's greatest radio market.

For over all coverage, with direct impact in each trading area, Yankee is your only buy.

*Acceptance is THE YANKEE NETWORK'S Foundation*

# THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

## Philco Shutdown Kills Set Hopes; Metal, Parts, Tubes, Wood Short

Prospects of immediate delivery of radio and television sets received another setback last week with the announcement by Philco, largest manufacturer of radio receivers, that the company's Philadelphia home assembly plants would close for two weeks beginning Monday (25) because of a critical parts shortage. Approximately 3,500 employees are affected.

Echoing the statements of other manufacturers that the present low price ceilings established by the OPA for component parts had "not eliminated sufficient production to meet our requirements," Philco president John Ballantyne also pointed to the long strikes in the steel and copper industries as factors forcing the shutdown. Both strikes, he said, have "drastically reduced" the supply of essential parts.

Ballantyne praised Philco employees for having helped in the company's reconversion plans, but declared that all their efforts were negated by the parts shortage. Radio industry has scheduled a meeting with OPA officials in Washington this week, and Ballantyne expressed the hope that the price difficulties on the components most vital to production could be ironed out at that time. During the shutdown, he added, Philco hopes to obtain sufficient raw material to resume production in greater quantity when the plants reopen.

Although Philco has made no de-

nile commitments regarding production of television receivers, company executives have stated in the past that they hoped to begin turning out video sets as soon as the production lines on radio receivers were rolling. Tentative date had been set for June but, with the shutdown order, it's believed the date will have to be postponed for several months.

Other manufacturers, although not shut down yet, have been faced with the same critical shortage in component parts, including even cathodes, with the result that it may be some time yet before receivers in any quantity begin hitting the market.

### Chi Squawks Too

Chicago, April 23.—Radio manufacturers around Chicago are chucking up their sleeves at the recent statements issued by reconversion director Robert Snyder stating that "the radio industry is now making a good comeback" and that 1941 production of 1,100,000 sets a month is back in sight. Snyder's optimism, according to manufacturers' circles in the midwest area, is a laugh.

Average output here seems to be in the neighborhood of 10% to 20% of schedule, although the parts makers opine that things are humming along at prewar averages. Catch to this is the fact that the need for good production, as defined by Snyder, is the 1941 level,

when most of the producers were already in the throes of converting to anticipated war manufacture. Also, sets now being turned out are tablecloths instead of the heavily-detailed models.

Two biggest blocks to steady turn-out of sets, both FM and AM are: strikes, especially that in Westinghouse, largest tube manufacturer; and shortage of wood for the boxes. Why there should be such a material shortage is necessary to augment the existing 35,000,000 is answered by the government's figures on the production of 8,000,000 new families in the country, as a result of wartime marriages.

## Television Reviews

Continued from page 23

ti ally a story for radio. Cast, topped by several screen and stage stars, was uniformly good. Elissa Landi, as the woman accused of having shot her husband, did a fine bit of foreshadowing. Retiring the star witnesses were outstanding. The situation, Bob Brinn's two sets were of top drawer quality.

In summation, the show was one of the best programs on record in which a studio audience gave out with applauding the finish. **Sin.**

**"VARIETY SHOW"**  
WABD, 9 p.m. (times): **Jan. Mavens: Eleanor Dennis, Teddy Goff, Henry Aldrich, Betty Hutton, Milt Chus, Dennis James, etc.**  
**Writers - Producers - Directors: Bob Lowell, Bud Gamble.**  
**Camera: Bill Wallace, Ed Benares.**  
**WABD, 9 p.m. (times): 30 Min. Fr., 8 p.m.**

**BEN PULTZER CREATIONS**

The DuMont people did a decided bit of putting on the Friday night (19) "Variety Show" on their New York outlet, WABD. Had the show been aired as a coffee-pot outlet, it would have been as good as dead. But it could have written off to lack of equipment, nervousness of the newsmen, experimentation or other real or imaginary excuses. But performed on DuMont's brand new Wanamaker studios, with three cameras at work—it was just embarrassing to anyone hopefully interested in the progress of television.

Yet Hall's ensemble was on an amateur, high-school performance level, most of the large cast was not much better. The dancers didn't, the vocalists couldn't, and the comedy wasn't.

Three cameramen tried bravely to record the proceedings, but it would have been just as well if they hadn't. Only the commercial for Ben Pultzer neckties was palatable.

**"THE SOUND AND THE FURY"**  
**With Geraldine Kay, Dick Shankland, Don Herbert, Dorothy Jacobson.**

**Writer: Jackson Wright**  
**Director: Helen Carron**  
**26 Min. Friday (19), 8:40 p.m.**

**Sustaining**

**WABD, Chicago**  
This was good video fare, its quality emphasized by some of the low notes struck by the Balkan & Katz outlet in the past. Show was capably handled by the cast of four, all local radio thespians, who seem to have theatre background. Palpably a fluff, wife story comedy who seemingly are fighting but are actually sneering through a series of "this-is-Hall's-ensemble" lines.

Production was workmanlike throughout. Since the story mild and already been only once before, variance from what is considered a variance for "right" theatre play acting. Far and away, the best was Geraldine Kay as the actress-wife. Dick Shankland, the husband, had his moments when he waxes but toward the end, it became difficult to tell whether he was playing a ham or just plain ham. Don Herbert as the under study and Dorothy Jacobson as the maid edge in the minor parts.

## 50% OF BRITONS LIKE 'HALF-AND-HALF' RADIO

Montreal, April 23.

The oft-cited Ottawa-sponsored CBC came in for an unexpected plug when the results of a recent radio survey in Britain were disclosed. Of those who answered the queries 50% claimed they prefer the Canadian radio system, less idealistic and more businesslike, side by side, to that of the BBC under which all broadcasting is in the hands of the government.

CBC, which is a cross between the British and U. S. systems, works similar to the American system, which the 50% also supported. The survey, was made in view of the immense interest in the BBC whose charter expires this year and also showed that the Britons do not look with favor on the U. S. system.

## One Singer to Kill Two Birds on Mutual

Continuing its trend toward new programs, the unusual station (as with "Passport to Romance," a musical romance with current Broadway stars) WABD, N.Y., has set up a mystery show with music, called Cat Brissan, Stanz, titled "A Voice in the Night," will be a half-hour show, starting on full Monday May 3, at 8:30 p.m.

Shows will be first regular radio program for the Swedish night fave. Story will be built around the owner of a biro whose hobby is American crime detection. His columnist friend who drops in nightly, Brissan will set at least three numbers in each program in show-crime combine. Roger Bloor is director-producer, with various writers on script. Eugene Buckley will conduct the orchestra.

## Color Video

Continued from page 23

suffered little by being limited to the cameras, experimentation or other real or imaginary excuses. But performed on DuMont's brand new Wanamaker studios, with three cameras at work—it was just embarrassing to anyone hopefully interested in the progress of television.

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**Tombs.**

## Easter Video

Continued from page 28

March 10, the tale at 8 p.m. Sunday, and were pulled out at midnight to give way to the newscast companies. Marlowe and his crew began to edit the more than 3,500 feet of film at 2 p.m. Monday afternoon, and five hours later were all run to run it over for Walter Klynn to record the narration. Film hit the air at 8 p.m.

As in the past, the speed with which the film was prepared for telecasting seeped the newscast companies by three days, since the latter will not have their Easter parade shots on the screen until tomorrow (Thursday).

## A.C. Beauty Ballyhoos Develops Phila. Tiff Twixt Neufeld & WFN

Philadelphia, April 23.

A court tussle is brewing over the award to WFN of the franchise to choose Philly's outstanding beauty to compete in the Atlantic City beauty pageant.

Oscar Neufeld, operator of a model school, claims he has the exclusive rights to run the local competition and is getting ready to file suit for an injunction to prevent WFN and its Evening Bulletin, which operates the station, from taking over.

This is the first time a radio station has ever taken over the local contest. Up to now, Neufeld has handled the competition, with the finals being held in the past few years at Jack Lynch's Walton Roof Inn. Reason for the switch was not given by the Atlantic City contest officials. It's believed that with the station and Bulletin, one of the largest dailies in the country, behind the Philly show it will get wider coverage in competition history. Philadelphia's furnish a great interest in prelims, bigger crowds for beauty pageants, greater interest in prelims, bigger crowds would go to the shore, pageant officials believe.

Neufeld is well known in Philly film row. He is huddling with attorneys to determine whether to take action in local or Federal courts.



**PORTLAND FOR EDWARDS FURNITURE CO.**

**NEW YORK OFFICE 475 Fifth Avenue**

**NEW YORK OFFICE 475 Fifth Avenue**

## Two Great New Program Ideas Audition Recordings Now Available

Arrangements styled in the famous D'Artega manner and featuring the piano artistry of Bess Myerson. "A Musing Question Mark" and The Story Behind the Song are two novel features of this fast-paced, imaginative presentation.

Produced by D'ARTEGA and HINCHLIFFE Productions

Call D'ARTEGA & HINCHLIFFE, TR. 7-5376

154 W. 71st St., New York

Publicity, LYN DUDDY

1650 Broadway, New York

CI. 6-6533

## "The Finger of Fantasy"

A weird dramatic series combining all the thrills of the supernatural mystery drama, with original music written and conducted by D'Artega.

Produced by D'ARTEGA and HINCHLIFFE Productions

Call D'ARTEGA & HINCHLIFFE, TR. 7-5376

154 W. 71st St., New York

Publicity, LYN DUDDY

1650 Broadway, New York

CI. 6-6533



"If you're trying to pick up something really hot . . .

## Listen to ABC"

**J**UST as better programs are getting more and more people to listen to ABC stations, economical rates are getting more and more advertisers to listen to ABC's sales story. No matter how you look at it, ABC offers advertisers the best value in radio today: *One network costs 43.7% more per evening half-hour than ABC; another costs 28.7% more—yet ABC's 202 stations reach all the people who live in Twenty-Two Million\* radio homes located in practically every major market in the U.S.!*

What's more, the per-dollar value of advertising on ABC is growing greater all the time as more families everywhere depend on their ABC stations for news and entertainment. They are finding that ABC gives them worth-listening to programs of every kind—the news presented by *Winchell, Davis, LaGuardia, Swing* and a score of other famous reporters; great music on such programs as the *Boston Symphony* and the *Sunday Evening Hour*; the fine daytime entertainment of the *Breakfast Club*,

*Breakfast in Hollywood, Ladies Be Seated, Bride and Groom.* That is why ABC keeps building—and holding—a bigger audience for advertisers.

It's because they are able to reach this rich, nation-wide audience during good time periods at economical cost that so many leading advertisers are using ABC today. Valuable ABC franchises have already been nailed down by some of the shrewdest buyers of radio time—General Mills, Philco, Swift, Kellogg, Westinghouse, P & G, Jergens and many more. If you are looking for good radio time at low cost, get the full story from an ABC representative as soon as possible.

*\*Night-time coverage. This figure continues to climb with steadily improving station facilities.*

### 7 REASONS

why more leading advertisers sit up and listen to ABC

1. **ECONOMICAL RATES**—Network X costs 43.7% more than ABC per evening half-hour. Network Y costs 28.7% more.
2. **REACHES 22,000,000 FAMILIES**, located in practically every major market in the U. S.
3. **EXPERT PROGRAM SERVICE** available if and when you want it.
4. **EFFECTIVE AUDIENCE PROMOTION** that is making more and more people listen to ABC.
5. **GOOD WILL**—a nation-wide reputation for public service features that present all sides of vital issues.
6. **202 STATIONS**—eager to cooperate in making every program a success in every way.
7. **PRACTICAL TELEVISION**—program-building on an economical basis.

## American Broadcasting Company

A NETWORK OF 202 RADIO STATIONS SERVING AMERICA

## Transcription Reviews

Continued from page 30

ings, which are timely inasmuch as they stress the use of foods now in abundance in the U. S. and items denied by other countries, per the President's Famine Emergency Committee.

The intent is laudable, but the way it comes out is another thing. The protagonist has an overly-broad-A delivery that grates; he has too much of a load to carry (15 minutes of straight talk, a lot of which is repeated so that the listener can jot down the recipes); he pontificates ("My recipes are the best obtainable; if you use them you can't possibly go wrong," etc.); and he gives cooking instructions too fast.

On the credit side are his off-putting pronouncements that, while a femme can be a good cook (if she approaches the range with confidence), his slow delivery of ingredients needed—and his view of the breakdown delivery of actual instructions on getting that soufflé in and out of the oven and his plea to listeners to recognize that food is one of the most important factors in the lives of people throughout the world in these days, and therefore to go easy on it.

Merchandising an tie-in is confined in the fact that recipes are furnished in printed form by sponsors (Tostitos, etc.), and listeners get the sheets from the sponsors' salesmen.

Mike.



Mr. LOU CLAYTON

UNITED RECALL DRUG CO.  
Friday—CHS-10 p.m. EST

### Private Detectives

1 Confidential Investigations

Personal and Industrial

Berlin Investigation Service

40 Wall Street, New York 5, N. Y.

Suite 802 Withnell 4-7422

**"YOUR GOSPEL SINGER"**  
With Edward MacHugh, William Edwards, John Gordon Fraser  
Writer: Nathaniel  
Producer-Director: Harry S. Goodman  
15 Min.  
Go-5 Stations

(Harry S. Goodman)

Edward MacHugh booms down on the old-time hymns—120 quarter-hour material of "em-with-a-means-and-bartone and a little of the quaver that seems to have become part-and-parcel of the average hymn singer's equipment. Apparently that annoying vibrator is a hangover from the days of the old wheeze-organ, but it's not for MacHugh. He gives 'em a forthright declamation that's refreshing.

Dedicating the different songs of devotion to listeners in various parts of the country, he mixes them impartially—Catholic, Jewish and Protestant alike. "Dear Lord, Forgive" is his theme, and a soothing, hummable one it is. Numbers range from the old Scottish hymn, "In the Palace of the King," sung with a slight quaver, through the Catholic "Oh, Lord, I Am Not Worthy," to the typically Baptist "Bringing in the Sheaves," latter with a rhythm that borders sacrilegiously on five minutes heard were "Does Jesus Care?" "When We Come to the End of the Road," "Then the Bread of Life," etc.—all done exceptionally well. Some of them are MacHugh's own.

William Meeder's organ backs the singer and the fore-kraft blank spaces for commercials in fine style. John Gordon Fraser contributes further to the uplift theme with religious songs such as "That's the Kind of Friend I Would Be to You" and "Praise to My God and King in All Things Thee to See." An interesting catching device is MacHugh's introduction of various of the songs with stories of their composers and how they came to be written. He's his own emcee.

Mike.

New Orleans—Three members of the WWL staff have returned to their former positions after serving in the armed forces. Henry Dupre, Marine Corps major, resumed his duties as program director; Edward L. O'Dwyer is back on the sales force; and George Shannon, ex-CB, joined the air corps, at his old job as control technician.

## Left at the Post

Pittsburgh, April 23. Although Sho-Biz-Quiz has been on the air here for a year over WJAZ, only with its renewal for another 52 weeks last week did Dinning's Quiz, The sponsor, agree to give Bob Hone, who produces the show, a credit for it.

It was the big moment for Hone when he was to hear his name identified with the program for the first time. But particular broadcast had used a couple of questions about Bob Hone. The announcer stopped to let him, at the close and it came out: "This is Bob Hone Producing."

## N.Y. Flagship Loaded, MRS Feeds Sustainers To WINS, WLJB, WBNY

Situation whereby at least three Mutual network programs now carried in New York city by independent stations, instead of Mutual's own WNYC, is an interesting sidelight on WOR's crowded calendar and the need of a N. Y. outlet for Mutual programs.

At present, Mutual's "True Confessions" is aired in N. Y. by WINS. Max Maxwell by WLJB, and "Married for Life" by WBNY (although WOR carries "Married" once a week). The Maxwell lineup with the N. Y. Post-owned WLJB is explained in large part by fact that she is also a Post columnist. But fact remains that WOR is so tied up with previous commercial commitments at those hours that various Mutual shows have to go elsewhere for N. Y. outlet. The above-mentioned shows are all sustainers, however, and if they were bought by sponsors, it's likely WOR would have to clear the time somehow for them.

All net shows, it seems, want a N. Y. outlet, with much talent ready to take on an assignment without one. In the above shows, of course, there is no criticism by WOR of their merit, nor any vote power exercised, omission being simply due to equivalent time already being sold to commercial sponsors. WOR, of course, grants permission for the web shows playing the Indies. Since Maxwell can't find the five half-hour a week needed for "True Confessions" or the five quarter-hours needed for Miss Maxwell.

## AFRA H'wood Meet an If

Hollywood, April 23. Hollywood will be the locale for the national convention of American Federation of Radio Artists—14 accommodations can be arranged. The event is slated for August 24 and 25. At the moment it looks as though a setup will be recommended.

Union here has been unable to get hotels to agree or even mildly promise accommodations that far ahead. The party party more than 50 delegates are expected, no hotel will commit itself. If the situation permits, each such will have to be altered.

## Radio Reviews

Continued from page 38

relative to a regular consumer in order to let the listeners' credit go on UN.

On the night heard (18), the 25 minutes of the show was carried by announcer George Willard, then the address was given by the chairman of the Council, to the representatives of "Gerald R. Ford" (the address was given in a special English translation) Australia and Canada. The station was a job gabber. Dr. Frank Kephau, came in with a very brief few words and then the show was over. George Willard a bit hoarse that night, but he handled the continuity. But the show belonged to the UN Security Council delegates themselves.

Frederic Leon Goldstein, in charge of the station's public relations and of the show, had put the entire thing together with a genuine understanding of the issues involved, so that the listener heard a series of statements that had lasted three hours (11 to 6:15 p.m.) by offering a running capsule form, yet left as if it had been in the whole thing.

This is public service programming of the highest type.

Cor.

## Follow-up Comment

"Superman" making the dangerous (from entertainment point of view) experiment of doing the escapad-entertainment formula the non-mulch-hours burden. The show has made the segue successfully, and earned itself a rating of 10. The first day's time strip to add such guts to the "Superman" show. The service, which is a real adventure—combating bigotry and prejudice, judged by a session like Friday's (19), revised format will go on. Superman now develops his efforts to battling the forces of evil, to attempt to spread prejudice and hate over the city of Metropolis, snoring a thousand miles in 10 minutes to bring surgical aid to a victim of racial game-over, or in his version of the show, he is assigned to get the headquarters in the city who are the most of intolerance. Field has vast possibilities—jave delinquency, racial intolerance, gang warfare, social behaviorism—all of which Superman (more power) can seem ready to tackle in his 25th century style.

Don McNeill took his ABC "Breakfast Club" into Madison Sq. Garden (22) to cooperate with Ringo Starr, CBS, present in his show's two weeks of broadcasts from N. Y. Only the fact that all the circus part of the show was included in the war-time program prior to air time. Listening audience wouldn't have known there was a circus anywhere in his vicinity. McNeill hadn't made constant reference to what went on earlier during the actual broadcast.

Show was a terrific promotion gimmick, however, for McNeill's sponsors, with more than 17,000 of the circus's fans present, who had to get out of bed plenty early to get a seat for the warm-up session, which began at 7:30 a.m. McNeill gave them the same brand of corn that's made his program a sock ayener.

Lady Cavendish, the former Adele LaRue, as a nuclear on her Red Cross letter-writing sign in the service during the war, via "Hollywood Lobby" over CBS, revealed an engaging radio personality. The ex-muscomedy actor, who said she planned to spend some months of the year in the U. S. A. and three at her castle in Ireland, was a wartime spotlight broadcasting material at the right type of program. She has a buoyant charm and a light but a moustache touch unlike anyone regularly heard on the network.

New York—Orville Hancock back at CBS as an assistant director, after three and a half years in the Army, where he maintained the rank of captain. Hancock has been with CBS since 1929; is the oldest man, in point of age, on the staff of assistant directors.

## Bally Ball

Continued from page 25

an innovation in programming and they should be the show of it.

When the Ohio State Institute of Education by Radio opens in Columbus next month, Lyman Bryson will originate his CBS "Bally Ball" from there. He has lined up a half-hour discussion of broadcasting policies. On the panel will be Charles A. Seppanani, who authored the FCC report as well as the new-ly-established, semi-annual book, "Radio's Second Chance."

The New York Times-owned WQXR, in New York, has scheduled a forum discussion—with the sanction of the Times Square—on "Should a Newspaper Own a Radio Station?"

And calling attention to the same category is the show planned by the New York City-owned indie, WNYC, to recognize radio criticism, in accordance with the suggestion made in the FCC preannouncing survey. Show, "Critics' Choice," slated for 8 p.m. on Sunday, will bring in the air stanzas dubbed by New York radio critics, with the critics themselves explaining why these shows are outstanding.

All of which is viewed as a signpost for the future.



radio time selling means exceeding quotas.

Need's policy of cutting down on selling with the blue ribbon for outstanding performance when a contract is delivered signed contract. You can rely on Weed and Company's representatives to deliver consistently topnotch service.



over the top!



JOAN EDWARDS

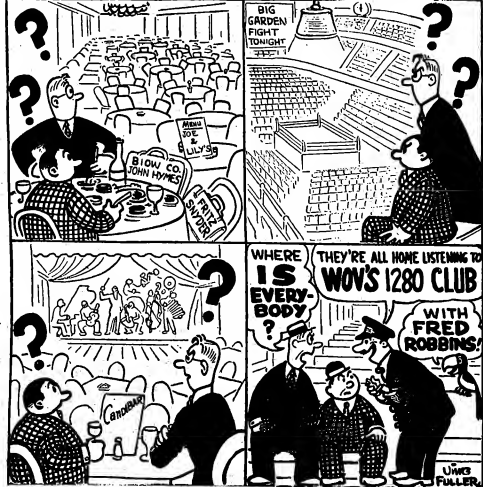
CURRENTLY APPEARING AT THE WEDGWOOD ROOM OF THE WALDORF-ASTORIA

A great singing, Joan Edwards wears them with her true color and amazing plain artistry.

L. E. MORTIMER, N. Y. Daily Mirror.

SPOT PROGRAM

Fascinating one-minute script material offered to radio stations and ad agencies. Write for sample. Box 452, Variety, 134 West 48th Street, New York 19, N. Y.



THIS FAST-MOVING PROGRAM CONSISTENTLY RATES HIGH WITH NEW YORK'S RADIO MILLIONS . . .

WOV's "1280 CLUB" program enjoys one of the largest metropolitan evening audiences in any New York listening station between the Hepper checking hours of 7:30 and 10:00 p.m. And what is more . . . this recorded show, produced by Fred Robbins, Produced by Thermodynamics, delivers this largest average audience at the lowest cost per listener. A few participating parties are available, three or six nights a week.

RALPH R. WEIL, Gen. Mgr., JOHN H. PEARSON CO., Nat'l Rep.





*the art of*  
**EXPLODING**  
*a carefully-aged fallacy\**

**WOR** programs snare a  
 greater share of the audience  
 on Sundays between the hours  
 of 5:00 and 6:00 p.m.,  
 than the daytime and  
 nighttime Sunday programs  
 of any other station  
 in New York\*\*

*\*the idea that only such wonderful radio raconteurs as Walter Winchell,  
 Jack Benny, Fred Allen, etc. are Sunday radio's walk-aways.*

*\*\*based on the Nielsen Radio Index — New York Area — December, 1945*

MUTUAL

your research department will be glad to further emphasize the meaning of the term "share"

## From the Production Centres

### IN NEW YORK CITY . . .

Nancy Ranson, wife of WHN's Jo Ranson, copied citation in oil division at 30th annual Brooklyn Society Artists exhibition at Brooklyn Museum . . . "Today's Baseball," WHN's daily recreated dramatization of games featuring Bert Lee and Marty Glickman, being sponsored this season by Neddie's . . . ABC Veepee Robert Kuttner back at his desk with a tan he'd been vacationing . . . Walter Lure of Blaine-Thompson cooking a deal in Cincinnati this week . . . M-G thought it would have to pay as much as \$500 for the initials KMGCM, for its New York FM outlet. But WHN's Herbert Pettie got the initials from a New England boat owner for \$500. Pic outfit's FM outlet on the Coast already had the initials KMGCM . . . That indie program director is still blushing at a crack made by his own wife at a cocktail party celebrating a new sponsor's pact. "I've got the perfect program for you people," he said. "Thirty minutes of silence!" queried the 30's.

Ted Steele named veepee in charge of Benton and Bowles' Coast operations. Steele, recently released from the Army Air Forces, had been associated with the agency prior to the war since 1937 as account exec. . . . The life of Madame Juno, notorious New York character of the past century, has been dramatized by Walter Hackett, NBC producer-writer, and is being considered for full production by both actress Hilda Stoddard and the Theatre Guild. . . . Charles Ughetto, NBC writer, has taken over direction of Right of Happiness, five-veepee writer by John M. Young and produced by Compton. He succeeds Paul Martin, now doing freestyle work . . . BBDO's ABC network, to include radio publicity and promotion direction. It'll be headed by James A. McGarry . . . Edward R. Murrow does



### Clear Channel

Continued from page 31

the commission that it got RCA approved a few years ago to divorce the old "Blue" and "Red" networks from joint ownership because "the public interest . . . required the full competitive development of four major networks, embracing the interests of both the rural and urban populations. Any degrading of the ABC skywave service prevents the rural listeners from hearing ABC programs. This is not in . . . the public interest."

Two vs. Two

It was no secret, of course, that ABC, stuck with fewer and less powerful clear channel outlets than NBC, would take this position. Nevertheless, Wood's openly expressed position now, for the first time, throws two of the nets—and Mutual—into the clear channel fray against the two other vee, NBC and CBS.

The CBS answer to Woods is expected to come up here tomorrow (Wednesday), when that nets' prexy, Frank Stanton, will take the stand, probably backed by further testimony from veepee Joseph Egan and chief engineer Bill Lodge. On Thursday, NBC's president, Niles Trammell, is scheduled to discuss the issue before the FCC.

Bridgeport—Terry McCough upped from commercial to state manager of WNAW succeeding Bruff W. Olin, Jr., who exits to run his own exhaler in Moline, Ill.

NOW

THE FIRST  
MAJOR IMPROVEMENT  
in radio facilities in years

FOR

MINNEAPOLIS-ST. PAUL

5000 WATT\*

DAY AND NIGHT

MUTUAL—BASIC

Located between NBC and CBS on the dial

NORM BOGGS

General Manager

\* CP granted, in operation in May, 1946.

Ashley directing Alan Lenner scripting, and Roger White producing. . . . His latest news broadcast on CBS May 13, when the American Oil contract expires . . . New Jane Froman package show being cut today (24). Ira Ashley directing, Alan Lenner scripting, and Roger White producing. . . . Anne Francis, 15-year-old actress who plays Kathy Cannon on NBC's "When a Girl Marries," has signed seven-year contract with Metro. She leaves for Coast April 26.

Adie Hult, Mutual veepee in charge of sales, midwest division, surprised Ed Kobak, Mutual presy, Thursday (17), on occasion of latter's 31st birthday. Kobak, who has been a radio man since 1924, has been with Mutual since 1931. Hult, who is originally from New York, was a member of the "County Fair" and "Ladies Be Seated," is packaging his own new program called "Listeners Digest." . . . Peggy Mann, now a regular on "Victor show," to take over from Edward's "Big Parade" this summer while Miss Edwards makes a film. . . . Steve Liss, WMCA sports-caster, making special interview transcripts with Billy Conn and Joe Louis for overseas.

Larry Hammond's second series of 28 transmissions on "Keeping Up With the Wiggles" set. . . . Marvin Harms named veepee and gen. mgr. of W. W. Kolar agency. . . . Art Ross, back from Philippines where he was program director of WLIT, AFPS station at Leyte, inaugurated own daily record show on WJLB (Monday) (22). . . . Paulette Goddard and Burgess Meredith played in New York April 24 for some guest air show prior to their departure for England, May 10. . . . Gene Hamilton, "Prod. Quiz" announcer, and Charlie Marlowe, trumpeter, producing transcribed series and "Frankie or Parity." . . . Ruth Caruth, Miss Schumann-Heink replaced by "Frankie or Parity." . . . Bob Caruth, Miss Schumann-Heink replaced by "Frankie or Parity." . . . Brown going on week's trip to Cuba, April 29, with Walter Wagner, M-G's Mutual program correspondent, taking over his broadcasts for the week. . . . Art O'Brien, Mutual presy chief, on a week with an interview with Doris Lavruva has resigned as radio editor of Advertising Age, to have a baby.

### IN HOLLYWOOD . . .

Burns Lee, who used to head up publicity for Benton & Bowles, directing public relations for Rexall-United. . . . Don Shay got his new shows in order for Geyer, Cornell & Newell and duffed for home. . . . Unless he was misquoted at the height of conviviality, Henry Legier told friends he'd quit one of the 10's shows. Whodatt? . . . Lennen & Mitchell's Main House took an option on Craig Rice's "Crime Digest" as possible summer filler for "Frankie or Parity." . . . Larry Berns, producer of the Jack Carson show, "The Philadelphiad," is returning to radio after recovering from heart attack and soon will leave the hospital to rest up at home for couple of months. . . . Jean Heronoff makes his annual helira to New York after May 15 air and parks "Dr. Christian" for five or six weeks. . . . Groucho Marx's new comedy piece for fall sale already commanding agency attention. . . . Carl Wester in Iowa to set up headquarters for "The Phillips daytime strip for General Mills due out here in the fall. . . . NBC sampled a tabu on Jane Russell again because of their unimtable contention. . . . Hay McClintock around but just long enough to pick up a vacation spot.

Helen Mack supplanted Paul Franklin as producer of the Agnes Moorehead series for Tums, now called "The Amazing Mrs. Danbush." Jim Donne is packaging "Calamity Jane" for another buyer. . . . Dinah Shore has been ordered by the medical board to have her voice completely rest; she'll be missing again this week from the Birdseye exhibit. . . . Writers Ray Singer and Bob Chevalier have been renewed for another year, their sixth year. . . . "People Are Funny" and "GE House Party," on tour for four weeks. . . . Campbell for other duties. . . . Edna Best (Mrs. Nat Wolf) pulled out of Archer. . . . Rubicon to produce the Jimmy Saphier-packaged "Costas of Arches" for Campbell soup. . . . Ned Tollinger took over production of "Sherlock Holmes" with Al Schwartz closed out eight years as gagman for Bob Hope to team up with his brother Sherwood. . . . Mamie Manheim sees Bill Crosby lurking in the shadows of ABC through the combination of Turnbull agency of Kansas City.

### IN CHICAGO . . .

No secret that MCA is plotting longtime live airer "Vic and Sade" with sponsor nibbles already coming in. . . . Al Chance, WGN producer, celebrating return of son from four years of U. S. Marine Corps duty. . . . Ted Jarne, senatorial sensation of J. Walter Thompson, caused quite a stir when he showed at the office before showing off on Santa Fe vacation, dressed in fawn-colored suit, flowing necktie, high-heeled cowboy boots, and a 10-in. named Susan. . . . Harold Reinhold new prexy of Radio Victor Distributing Corp., Chicago, upped from veepee and gen. mgr. . . . Former Chi Leo Burnett-er Frank Ferrin, now running own Silver Fox Productions in Hollywood, gone completely California with purchase of new ranch in San Fernando Valley, complete with orange groves. . . . Jane Eliot vacates. . . . WGN's "Easy Aces" dropped by sponsor Edelweiss. . . . "The Philadelphiad" replaced by another "Dr. Christian." . . . Central Broadcasting's "Joe Palooka" as sustainer, until new sponsor nibbles. . . . Bill Ray addressed Chi Publicity club on "Local Coverage By Radio" Wed. (17).

### Old Theme Repeated

Washington, April 23.

Rep. William Lenke (R, S, Dak.), dropped a bill in the hopper last week calling for assignment of radio channels in the 50-mc band for FM broadcasting. FCC, despite tough opposition of inventor Edwin Armstrong and the Zenith Radio Corp., has twice refused to chop off some of the 50-mc band for FM.

The Lenke bill, according to insiders here, shows that Zenith is still in there fighting to salvage its investment in two-band FM sets.

### WHD NOW WONS

Hartford, April 23.

Confusion that resulted from a similarity of tags between WHTH and WHFD has been done away with, the latter assuming new call letters of WONS on Sunday (21). What made the matter more confusing is that both stations had exchanged nets the first of the year. WHTH switched from Mutual to American with WHFD (WONS) changing over from ABC to Mutual. Change marks the third name for WONS. Started in life as WHB and dropped that tag when Yankee took it over.

### CBC'S 'DEIRDRE' OPERA MAKES CANADA HISTORY

Montreal, April 22.

CBC longhair specialists made history Sat. (20) with the air preening of "Deirdre of the Sorrows" by Healey Willan, the first full length opera by a Canadian performed by Canadians. It's the first full-length opera composed on the continent since Louis Gruenberg's "Empress Jones" and Deema Taylor's "Peter Ibbidon."

Willan and John Coulter, who did the libretto, were commissioned by CBC to write the opera two years ago. It's all part of the CBC program to encourage Canadian talent. Opera was aired from Toronto over CBC nets. Interruption commiserated was Thomas Awer, Gazette music critic.

### ELDER'S WOL POST

Washington, April 23.

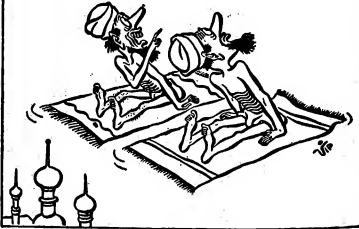
Harry Eldred took over at WOL here yesterday as the new production head in charge of local shows. He comes from WMC, in Memphis, and formerly served on the promotion staffs of WBBM, Chicago, and WTMM, Milwaukee.

the favorite

There are no favorites among Vee and Company stations. All receive thorough representation in the nation's top radio time buying centers. Consistently on the alert for new business, Vee's staff of time-wise men keep clients' time schedules kept to capacity.

### PROGRAM MANAGER

Watts progressive standard as FM station-wide experience standard. . . . and "Deirdre of the Sorrows" was the first full-length opera composed on the continent since Louis Gruenberg's "Empress Jones" and Deema Taylor's "Peter Ibbidon."



"Have you noticed the attitude Hennessey's getting since he took to riding a Whetstone box?"



... and it's no accident!

**F**OR the second time in two years a warm glow of pride and satisfaction permeates the staff of KLZ. Variety again has chosen KLZ to receive one of its coveted showmanagement plaque awards and KLZ thus joins the small select circle of stations to be so honored.

KLZ's 1945 citation for "How to Run a Radio Station" is a sequel to its 1944 award for "Outstanding Program Origination."

It is both an honor and a privilege to share its recognition in the "How to Run a Radio Station" category with two other of the nation's outstanding stations: KMBC, Kansas City, and KOA, Denver, KLZ's friendly competitor.

"That two stations in one town (Denver) share this recognition," points out Variety in its citation,

"only re-emphasizes the well-worn but ever needed American credo that open and free competition can only harvest happy boxoffice bonanzas."

The fact that repeated honors and recognition should come to KLZ is by no means accidental. They are the natural result and by-product of a policy and philosophy of radio station operation whose principal objective is to do a conscientious, practical job of creative, imaginative programming in the public interest and, secondly, to serve the advertisers profitably who make KLZ's service to its listeners an economic possibility.

This is its obligation as KLZ sees it. The reactions of listeners, advertisers, Variety and other competent authorities indicate clearly that KLZ is on the right track.

**KLZ**  
**Denver**  
CBS 560 KC.  
Affiliated in Management with WKY, Oklahoma City  
and the Oklahoma Publishing Company  
Represented by  
**THE KATZ AGENCY**

# NBC, CBS, ABC, Mutual Plugs

(Peatman System)

Following are the most played songs of the week, April 12-18, based on the copyrighted survey by Dr. John Peatman's Office of Research, using the Accurate Reporting Radio Log as basis of information in N. Y.

All Through the Day—"Centennial Summer".....	Williamson
Coax Me a Little Bit.....	Bourne
Come To Baby, Do.....	Leeds
Full Moon and Empty Arms.....	Barlow
Doctor, Lawyer, Indian Chief—"Stork Club".....	Meirowitz
Exter Parade—"As Thousands Cheer".....	Berlin
Full Moon and Empty Arms.....	Barlow
Gimme a Little Kiss.....	ABC
I Can't Begin To Tell You—"Dolly Sisters".....	PVC
I Don't Know Enough About You.....	10-P
If I Had a Wishing Ring—"Breakfast in Hollywood".....	rose
I'm Always Chasing Rainbows—"Dolly Sisters".....	Leeds
In Love in Vain—"Centennial Summer".....	Harms
In the Moon Mist.....	S-B
It's Anybody's Spring—"Road to Utopia".....	Bieria
More Than You Know—"Great Day".....	Chapell
Oh What It Seemed To Be.....	Sally-Joy
One More Dream.....	Barton
One More Tomorrow.....	Remick
Personality—"Road to Utopia".....	Berk-VH
Seems Like Old Times.....	Feist
Shoo Fly Pie.....	Capitol
Sin City Sue.....	Morris
Strange Love—"Strange Love of Martha Ivers".....	Famous
Symphony.....	Chapell
They Say It's Wonderful—"Annie Get Your Gun".....	Berlin
Tomorrow Is Forever—"Tomorrow Is Forever".....	Advanced
Wait and See.....	Feist
We'll Gather 'Round.....	Chapell
You Are Too Beautiful.....	Harms
You Stole My Heart.....	Mutual
You Won't Be Satisfied.....	Mutual

1. Filmmusical. 2. Legit Musical. 3. BMI Licensed.

## 10 Best Sheet Sellers

(Week Ending April 19)

Oh What It Seemed to Be (1) (Santly).....  
 Laughing on the Outside, BMI  
 One-zy Two-zy..... Martin  
 All Through Day..... Williamson  
 Gypsy..... Leeds  
 Sioux City Sue..... Morris  
 Shoo-Fly Pie..... Capitol  
 You Won't Be Satisfied, Mutual  
 Prisoner of Love..... Mayfair  
 Day by Day..... Barton

## See Early Settlement Of U.S.-Mexico Dispute Over Musicians' Status

Mexico City, April 23. Prompt and just settlement of the unpleasantness that arose between Mexican musicians who would play the U. S. and some sections of the American government is forecast by Miguel Preciado, secretary general of the Sole Union of Music Workers, which includes most musicians in Mexico. Preciado indicated that his organization is opposed to retaliation in the form of barring American musicians from performing in Mexico. He announced that the application of the Pittsburgh Symphonic Orchestra to play on Mexican territory has been okayed.

Sole Union is seeking to enroll all theatre and radio musicians and those who play in pictures in its setup. Conversations to that end are now being conducted.

## Ex-Moppeths Clef And Hustle Own Tunes

Hollywood, April 23. Donald O'Connor, Universal juve, and his pal David Hoff, onetime Paramount kid actor, have turned songwriters, collaborating on several tunes which they are now hustling around publishers' offices.

Holt wrote music and O'Connor, who supplied lyrics, is also doing the plugging, singing to his own accompaniment before any pub who will lend an ear to the songs.

## 10 Best Sellers on Coin-Machines

1. Oh What It Seemed to Be (1) (Santly).....  
 2. Shoo-Fly Pie (5) (Criterion).....  
 3. Prisoner of Love (3) (Mayfair).....  
 4. Day By Day (8) (Barton).....  
 5. All Through the Day (2) (Williamson).....  
 6. You Won't Be Satisfied (8) (Mutual).....  
 7. Always Chasing Rainbows (10) (Miller).....  
 8. Doctor, Lawyer, Indian (18) (Meirowitz).....  
 9. Personality (11) (Chappe-VH).....  
 10. Symphony (14) (Burke).....

### Coming Up

Gypsy (Leeds).....  
 Laughing On the Outside (BMI).....  
 I'm a Big Girl Now (World).....  
 Seems Like Old Times (Feist).....  
 Don't Be a Baby, Baby (BVC).....  
 In Love in Vain (T. B. Harms).....  
 Atlanta, Ga. (Stevens).....

Dinah Shore..... Columbia  
 Dinah Shore..... Columbia  
 Sammy Kaye..... Victor  
 Guy Lombardo..... Decca  
 Vaughn Monroe..... Victor  
 Mills Bros..... Decca  
 Margaret Whiting..... Capitol  
 Sammy Kaye..... Victor  
 Woody Herman..... Columbia

## Rey-3 Suns Head Ohio Phonographers Parley

Cleveland, April 23. Alvino Rey's orch and Malesic records' "Three Suns" (Artie Dunn, Al and Mary Nevins) are making trip here May 1 to put on a show for the sixth annual convention of the Ohio State Phonograph Owners' Assn.

About 800 music-box operators are expected to attend. For the banquet, Jack Cohen, as chairman of convention committee, has also lined up Johnny Desmond, Victor recording singer; Fred Lowery and Dorothy Ray, of Columbia platters; Ted Mossman, pianist and composer; Frank Yankowicz's Columbia orchestra and Ernie Benedict's Victor "Polkaeters." While in his hometown of Cleveland, Rey's crew will do a dance for the fraternities of Western Reserve University, May 4.

## CRA PLANS RE-ENTRY INTO BAND AGENTING

Consolidated Radio Artists is planning re-entry into the band field. Charles Greene, CRA head, is ready to launch the business with Joe Riccardi, who's now forming a 15-piece outfit.

It will be the first large band handled by that agency since start of the war.

### S-B GETS EXTENSION

Another extension, until May 15, has been granted Shagwits, Bernschi to all answers to the N. Y. federal court suit, brought by the Fred Fisher Music Co., over which owns the Harry Carroll end of the renewal rights to "I'm Always Chasing Rainbows."

## Butterfield Sought By Capitol as Rounder-Out

Hollywood, April 23. Capitol Transcriptions is dickering for Billy Butterfield's band to round out its discuit repertoire. With addition of trumpeter's crew Cap will temporarily close its talent book on bands, having what it considers well-rounded roster.

Lineup now includes Gene Krupa, Stan Kenton, Alvino Rey, Enric Madriguera, Jan Garber, Duke Ellington, Julius Toldi and Eddie LaMar. Group is believed by Cap to cover the field of styles, from its veriest beat to the slowest sweet.

## WOR's Linguistic Albums

WOR, N.Y.'s Feature Record division is issuing a series of foreign language albums, first time a recording language company has gone into language albums at pop prices. Albums, of three 10-inch records, with accompanying 48-page textbook, will retail at \$3.75 (as against other special albums priced from \$15 to \$50).

First album, "Quick Spanish Course," will be on sale in N.Y. retail shops May 1. French, German and other versions will follow. Courses are being written by Frank Henlius, using the sound-writing technique. Spanish album will be endorsed by U.S. State Dept. for its employees.

**HARK ON THE DE MARCO SISTERS**

**SINGING**

**ASHBY DE LA ZOOCH**

**ON FRED ALLEN'S SHOW, SUNDAY, APRIL 28**

**THAT'S A HIT, SON, THAT'S A HIT!**

MANAGEMENT BY CARL L. BUSHMANN, INC. NEW YORK, N.Y.

## Kenton, King Cole Dated for N. Y. Par

Hollywood, April 23. Stan Kenton orch and King Cole Trio have been assured of four-week stand at Paramount, N. Y., on paper a loose arrangement made between Carlos Gasel, manager of Kenton and Cole, and Par managing director Bob Weitman.

Band and trio are contracted for booking "some time during months of October, November or December."

### Jessel's 1st Album

George Jessel, after 35 years in showbusiness, cut his first record album for ARA on the Coast last week.

Disks are nostalgic ballads entitled "Torch Songs by George Jessel."

**THE TALK OF THE TOWN**

**GEORGE TOWNE**

Currently

**ANSLEY HOTEL**

ATLANTA, GA.

Broadcasting Four Times Weekly  
 WOR-Mutual, Coast-to-Coast

OPENING JUNE 4

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by Carmen Lombardo and John Lucke

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# SCREEN MUSIC

## The Awakening

Coast indie pop-platters now dodge like the plague any temptation to broadcast publicity about number of disks of any popular record they have made. In past many have indulged in practice, hoping to kindle some faint flame of publicity, but almost invariably total sales announced were so great they were preposterous to the trade.

The real catch occurred when artists who had made disks dropped in plate trailers with demand for royalty payments based on sales either advertised or planned in publications.

## ASCAP Named in \$392,958 Suit For Austrian, French, German Royalties

A suit for \$392,958 was filed Monday 123 in U. S. federal court by the Alien Property Custodian James E. Markham, against Decca, Taylor, as president of the American Society of Composers, Authors and Publishers, and Harry M. Propper, as temporary receiver of AKM (Austrian composers society). The U. S. Attorney alleges that the above sum is due on royalties withheld by ASCAP from AKM, SACEM (French composers society), and the STAGMA (German composers society).

Alien custodian office claims they are entitled to all royalties withheld from the foreign composers' societies under an order executed in September, 1943, when the plaintiff vested himself all rights and interests in their contracts with ASCAP. The three societies negotiated contracts in 1943 granting ASCAP exclusive rights to license their tunes in the U. S. Canada and their possessions for non-dramatic performances. After 1938, ASCAP discontinued the allocation of royalties to the three societies on account of the war outbreak.

The Alien Property Custodian says that \$137,778 is due to AFM, \$128,311 to STAGMA and \$262,899 to AKM.

## Pop Disk Dept. For Wm. Morris

Hollywood, April 23. William Morris' local office has established innovation here with creation of special, separate department to peddle agency's clients for pop records. First time any agency here has given such attention to disks. Move was prompted by growth of platteries tetravalent and the ever-widening sale of records.

Charlie Wick and Shirley Wilton are handling the new Morris' facet.

## ARA ABOLISHES SALES FIRM FOR DISTRICTS

Hollywood, April 23. ARA is disbanded its national sales organization and henceforth will use districts. Pop-platter has been operating own sales office in N. Y., Washington, D. C., Dallas, Chicago, Pittsburgh, Boston and Los Angeles.

With ARA adopting the district setup, only two recording firms, Decca and Capitol, will continue to market through their own regional sales offices.

In the matter of districts, ARA was adamant that would handle the over product handle the one label only. This idea is in line with Victor and Columbia policies.

## European Maestro Hilde Trying Own Band in N.Y.

Bernhard Hilde, Paris and Barcelona maestro, is trying it for the first time in America, having just arrived from Spain, Russ Lyons, of the Clifford C. Fischer orchestra, is looking to spot him in a N. Y. locale.

Hilde has worked at Les Ambassadeurs and Ciro's, Paris, and lately the Windward, D. C. Barcelona, which spot he may book in the future when the International situation clarifies.

## PETROLIO MILLS OF MASTERS

Once recent negotiations with the film industry are completed, American Federation of Musicians' chief James C. Petrillo is expected to start action against U. S. importation of master disks from foreign countries.

AFM regards importation of masters to be a threat to American musicians. Musicians' union has always looked upon platters as displacers of live musicians, but with free traffic in master waxes, it feels that it's even denied the brief employment to recording bands.

American recording firms, since the war, have been buying masters from England, France, Russia and South American countries, and imported wax-trade is presently at its highest point.

AFM's study of this situation dates back from its 1941 convention, when Ben Selvin, now head of Majestic records, but with Muzak at that time, made a study of mechanical music for the convention. In that report, Selvin saw the need of restrictive measures and made that recommendation to the convention. Recommendation was immediately passed on the AFM agenda, but was dropped with the outbreak of war as impact of any future went down to a minimum.

## Musicaft Names Weiss

Bob Weiss has been appointed assistant to the president at Musicaft, with headquarters in New York and Hollywood. Weiss will work on talent and tunes as well as publicity and advertising.

Musicaft is opening its third pressing plant in Ossining, N. Y., this week in addition to those already in operation in Los Angeles and Norwalk, Conn.

## Jessel, Gilbert Tiff on Song Sale

Hollywood, April 23. Minor feud has flared between George Jessel and vet songwriter L. "Doc" Green, over disposition of song, "Dreamland Rendezvous" which they authored along with "I'm Gonna Get You on the Swing Set."

They published jointly recently through firm they organized, Magnetics, Inc. New Mills Music and Bregman, Vocco & Conn have shown interest in taking over song, and Jessel wants to bid it to one or other, whereas Gilbert wants it to remain lodged in Magnetics library, where in addition, it is the sole item in the catalogue.

Jessel holds that by selling it, established, pub., thorough exploitation may put it over. Gilbert contends that "in view of pending recordings" Magnetics can accomplish something, even though outfit employs no pluggers and to date has printed but a scattering of other than professional copies. As far as is known only waxing "Rendezvous" has received the Decca deal, as yet unreleased, made by Dick Haymes. Gilbert further holds that if Magnetics peddles the ditty, firm will automatically dissolve.

While the two co-authors of the lyrics are at their tug-of-war over the third party and composer, Oakland, seems to be just sitting it out.

## Italian Pubs Deluge U. S. Firms for Right To Distribute Yank Songs

Italian publishers are currently deluging U. S. music firms with requests for the right to distribute U. S. songs in their country. Since Italy was the third partner and composer, Oakland, seems to be just sitting it out.

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## Ekstaine's Harlem Date

Cliff Sudan, N. Y. Harlem niter, switches to name band policy with Billy Eckstaine's orchestra booked in for three weeks beginning April 25 with a two-week option.

Sudan has been operating on low-budgeted floor shows since it opened in December last year with Andy Kirk's orch.

## Rockwell Disclaims Deal With Feinberg As GAC Theatre Chief

There's no deal cooking between William Feinberg, Local 802 American Federation of Musicians' president, and General Artists Corp., according to Thomas G. Rockwell, GAC prez. Rockwell denied that there have been any talks on the subject between them.

Rumors that Feinberg would join the GAC theatre department have been around since Feinberg announced his intention not to re-elect to the union post in December. He said he's leaving the position because of a stomach ache. Feinberg has declared, however, that if a suitable offer comes along, he'll leave the local prior to expiration of his term.

Denial of the Feinberg deal with GAC still leaves the position of head of GAC's theatre department up in the air. According to Rockwell, nobody has been set for Harry Ronn's successor. Ronn left before the end of this week to produce the film "Life of Glenn Miller."

Ronn said that under Ronn's successor is named, Leonard Ronn, brother of Harry, will function as the GAC theatre chief.

When Harry Ronn leaves, department will revert to GAC. Under present regime, it was autonomous unit under Ronn's management of 30% of commissions he brought in. Ronn as well as the next department head will work under a straight salary and bonus arrangement.

## Jolson Hits Plattered For Decca Disk Album

Hollywood, April 23. Decca Records is prepping an Al Jolson album, part of which already has been recorded, in which singer will chip series of songs prominently featured through long radio hits. Platters has yet to decide how many sides will be included in package of 10. Jolson will be recorded currently with Columbia's film, "Life of Jolson."

Decca's office, still in production, has now bought total of 44 songs, easily a record for any film. All are oldies from 1920s and 1930s, with some of Jolson career. Earliest is "After the Ball," written by Charles K. Williams in 1892 and released shortly after.

## Screen Composers Assn. Reveals It Wants to Control Rights to Scores After Film Use; Asks ASCAP Hike

### Thornhill's Campus Swing

Claude Thornhill orch has been booked for a series of one-acters, May 1-28, which will give him 28 out of the 28 to college dances. Band launches in Staten Island, N. Y., at the Halls over next Monday and follows through the south winding up at Georgia Tech.

Campus on the itinerary, each of which will have two-day dates with the Thornhill crew, are Cornell, Miami and South Carolina, Tennessee and Georgia Tech. Bookings arranged by William Morris office.

### 5 L. A. Stations Get AFM Nix

Hollywood, April 23. Musicians' Local 47 has instructed members here that they cannot play for, nor be employed by, broadcast stations AFM, KIEV or KFVD, following refusal of trio to employ musicians. Union rules call for any station making remote broadcast of niter orchs to employ at least one musician.

Two other stations here, KGFI and KWIK, are also included in ban. Local 47 has burned at palm trees and has been making fiery pickups from spots employing non-union musicians.

### Bel-Tone on Coast Gets AFM Verdict in Row With Maestro on Pact

Hollywood, April 23. Bel-Tone Records, Coast pop-platter, last week was ruled winner in contractual dispute, with bandleader Issy Morales, that went all the way upstairs through American Federation of Musicians' channels until the decision was handed down by Harry James C. Petrillo himself.

Sometime back Morales, former Xavier Cugat arranger now fronting own crew, signed to record for Bel-Tone. Contract bounced back from AFM, cited as being on a contract form for vocalist, not the standard paper used for musicians. Morales then balked before inkling approval form, asking for more coin.

Bel-Tone appealed to union and lost. Issue all the way to Petrillo, who held contract originally had been made in good faith by both parties and that Morales must fulfill original contractual obligations in every detail.

### ADJOURN KARZAG CO. SUIT ON 'BLOSSOM'

Because important plaintiff witnesses are not available, trial suit by Karzagh Publishing Co. against Joe Karzagh and the American Society of Composers, Authors and Publishers, involving use of tunes in "Blossom Time" opera, which the radio, was adjourned until June 3 in New York federal court last week.

Karzagh charges that although the publishing and recording rights were granted to him in 1918, radio rights (obviously unknown at that time) were not included. Action seeks an injunction and an accounting of profits from the "unlawful" licensing of the radio performing rights of the tunes to ASCAP.

ASCAP asserts that the right to license broadcast rights of the tunes reverts to the society because of ASCAP membership of Peist and the late writers, Edmund Romberg and Dorothy Donnelly.

Hollywood, April 23.

Coming into the open for reasons for its recent formation, Screen Composers Assn. yesterday (22), at meeting of officers and board, held in Beverly Hills, revealed it wants to control rights to scores made from film use, and wants bigger slice of ASCAP film-house revenue. Group, composed of 84 film scorers, asserted that in the future all members in signing film deals would ask stipulation in contracts that publication rights for their scores revert to composers in event studios' subsidiary publishing houses did not want to issue scores in sheet form.

Composers feel plenty of good marketable material is gathering in the hands of studio houses. Because scores are automatically property of producers for whom written, ASCAP pays for their scores (revert to approximately \$125,000 royalties paid to the Society annually by film houses). Group points out that of 84 members, only 36 are in ASCAP, 49 others having been nixed on membership bids.

A score of veteran standing, like Max Steiner, it was pointed out, is only getting \$700 a week, although he is credited with having scored 187 feature films. His ASCAP ratings for 1945 show he has written 106 songs written several years ago, Robert Emmett Dolan, another veteran, also has written 106 songs. No members of SCA are strictly popular. Most of the scores are written by all known scorers now active, Steiner is prexy; Adolph Deutsch, Walter Heymann, Edmund Romberg, Eli, Franz Waxman, Dave Buttolph, R. Dolan, Leigh Harline, Arthur Hodes, Victor Young and Herbert Sloat.

### BMI Pushes Deals With 9 Stations

Broadcast Music, Inc., is striving to complete licensing deals for its music with the nine remaining radio stations in the U. S. which it has no contracts. Currently the organization has deals with 1,018 stations out of the 1,025 outlets in existence.

Meanwhile, the radio-sponsored performance outfit is after licensing deals in all other fields.

### SKINNY TO FATTEN UP ON SIG'S COAST BOW

Hollywood, April 23. Signature Records is looking for its first skinning on Coast next month when Skinny Ennis, orch waxes a batch of new tunes. Ennis, against whom he signed immediately after sessions, pressed there, and platters are scheduled to hit retail markets by late May.

Ennis is particularly anxious to get his dandies on the Coast. He has known his wants last week when he signed Signature pact. Under Music Inc. terms, Ennis' opus, which will be available for theatres and ballrooms when Bob Hope airshow, of which he's a part, folds off the air for summer June 11. Muscivore was offered to danceries here at \$4,000 and in Los Angeles at \$3,000. Ennis on grounds band wasn't known on jukeboxes, hence the Ennis effort to get his platters to public apathy.

### Bert Block Joins Glaser

Bert Block, recently discharged from U. S. Army, has joined the staff of the small-band department.

Block is expected to take over his baton to manage Dick Stabile's band, pre-war.

## Inside Orchestras—Music

"Ashby de la Zouch," currently on the best sheet-music list in England, had a mild repercussion in Montreal recently while it was being played at the Mount Royal hotel by Norman Bauman. A patron, hearing the lyrics for the first time and learning the title, approached Hurrik, banding him his card. It read James Ashby de la Zouch Jarvis. Local office of the publisher contacted Jarvis and was relieved by his comparatively indifference to the coincidence.

"Zouch," published by Noel Gay in England, is in the Drake, Hoffman & Livingston catalog and published by Manhattan Music in the U. S.

Coincidental with release of Metro's "No Leave, No Love" on May 5, Roubin Music will launch its biggest promotion campaign on a film score to date. Released will be the recordings of film's song made by discettes including Cosmo's platter sung by Pat Kirkwood, featured femme of pic. Extensive exploitation will center on tune, "Love on a Greyhound Bus." Plug copy will be inserted in bus company ad in 24 national maps, and 10,000 title pages will be displayed in terminals, plus posters. Bus station jukeboxes have been ordered to spot prominently tunes from "No Leave, No Love," and recordings will be played intermittently over p.a. systems in terminals—first time this medium has been cracked for a stunt.

Hollywood members of songwriters' union have decided to meet regularly first Monday of each month for purely social get-together. Tunes-tots will have dinner en masse and afterwards few bands of gin rummy. Music trade on Coast is viewing experiment with much interest, as it is first time pluggers' union has attempted to co-ordinate members together socially, and have them relax and forget the grievances so many hold against fellows in the highly competitive occupation. Spot selected for listeners to cluster is one which does not have a band, purposely picked so some of the pluggers will not have temptation to try to pry a few plugs from a band-leader while other members are busy going down with an ace.

Sid Lorraine, general manager of Carol Music, Inc., Hollywood BMI-affiliated pub, wrote blistering letter to BMI over weekend when he discovered that there is another firm, also BMI-affiliated, known as Carol Music Co., located in east. Last month Lorraine came to N. Y. all the way from the Coast to clear title of his company with BMI, and he got an okay on it. Lorraine's outfit, which is subord. of ARA, the pop record-making outfit headquartered in Hollywood, has published to date one song and in view of similarity of company names it is thought there will be confusion in both doing interstate commerce.

Mercury Records invited Barry Gray, WOR's all-night disk jockey, to fly to Chicago and see what makes the work ticks there. Jack took time off his Barry Gray "Varieties" show, which is jointly sponsored by Variety and Mercury, to make the trip. Gray, who is a member of the Mercury disk product in Variety inspired the company execs to demonstrate their plant facilities personally to the platter-chatterer.

Writers of "Crushing Down the River," No. 2 in list of Variety's best sellers (London), published by Cinephonic Music Co. are two old ladies, Ety Beadel, former vaudevillean, and Nellie Robertson, who leads a small band at Wimbledon eatery. Song won contest organized by Lou Praeger, band leader at Hammersmith, Palais de Danse, worth \$4,000. Sales are now well over \$30,000.

## Lombardo Turns Down Coast Dancery Bid

Hollywood, April 23. Name bands continue to mix Coast ballroom dates, with Guy Lombardo latest leader to nod "no." Vacationing in Florida, Lombardo reportedly wants to spend bulk of summer concentrating on pop hobby, speedworking. Left hanging in midair is "big" offer to play Avalon, downtown L. A. hooding-hall, for stretch of six weeks starting June 26.

Last Lombardo ballroom appearance in this area were eight years ago in Florida. Lombardo was here last autumn for sequences in Metro's "No Leave, No Love," which will be released in May.

## Local 47 Lists 'Names' Delinquent in Dues

Hollywood, April 23. All-time high number of "names" has been prominently posted by Musicians' Local 47 for failure to pay dues. Posting by union in its publication, Overture, means that members are at least three months in arrears and technically are not yet allowed to work, although obvious to all here.

Among those listed are Victor Borg, Hodge Carmichael, Ted Rio-Rito, Werner Janssen, Isham Jones, Leon Navarra, Jan Rubini, Frank Seneca, Nathaniel Shilkret and Ted Straeter.

## Hopkins' Long Run

Ottawa, April 23. Len Hopkins orchestra, one of Canada's top dance bands, moves out of the Chateau Laurier Canadian Grill here for the first time in six years. It opens at Jasper Park lodge in the Rockies June 15, for three months, playing one-acters on the way there and back.

Hopkins came to the Chateau six and a half years ago. In that time, bands the personnel went through a double turnover with boys into forces. All are now back again.

## Bands at Hotel B. O.'s

Band	Hotel	Weeks Played	Covers	On the
Henry Piccinello (Lexington)	4000; 750-\$1.50	.....	8	20,000
Jerry Wald	New Yorker (400; \$1-\$1.50)	.....	4	1,625
Frank Brooks	Pennsylvania (500; \$1-\$1.50)	.....	8	2,500
Les Reisman	Waldorf (500; \$2)	.....	11	2,000
Erdyne Hawkins	Lincoln (275; \$1-\$1.50)	.....	9	1,025
Nat Brandwynn	Roosevelt (400; \$1-\$1.50)	.....	5	1,675
Ray McKinley	Commodore (400; \$1-\$1.50)	.....	8	2,000

\*Artists indicate a supporting floor show. New Yorker has ice show; Lexington an hour; Waldorf, Joan Edwards, John Sebastian.

## Chicago

Frankie Carle (Pantier Room, Sherman hotel; 850; \$1.50-\$2.50 min.). Last week's Lenz and Passover blamed for slips here. Withal, a tidy 3,000. Sheel Manley (Walnut Room, Bismarck hotel; 465; \$1.50-\$2.50 min.), Hayes, Kay & Glenn, Duke Art & Junior played about \$1,500.

Ernie Kretschmer (Mayfair Room, Blackstone hotel; 350; \$1.50-\$2.50 min.). Fewest in months—2,000—for Heckstcher, Robert Maxwell, Myrus.

Stephen Kiseley (Marine Room, Edgewater Beach hotel; 900; \$3-\$3.50 min.). Kiseley, Martells & Mignon, 3 Swifts opened Saturday (20), sharing poor 5,000 with Harry Brandon, Lowe, Hite & Stanley, Billy Wells & 4 Fox, who closed.

Frankie Martins (Boulevard Room, Stevens hotel; 650; \$3-\$3.50 min.). Apocryphal replaced Pat Renos & Toy Boys Friday (19), with Masters, Gene Bredford, Winter Stiles & h.o. Nas 5,000.

Gene Williams (Empire Room, Palmer House; 500; \$3-\$3.50 min.). Williams, Dorothy Shaw, Irvin Corey, et al., got fair 4,750.

## Los Angeles

Fredrick Martin (Ambassador; 900; \$1-\$1.50). Nifty 3,900 tabs ended during Holy Week.

Jimmie Greer (Biltmore; 900; \$1-\$1.50). Okay 4,000.

## Location Jobs, Not in Hotels

Gay Claridge (Chester Place; 650; \$3-\$3.50 min.). Ben Blue & Co. replaced Allan Jones Wednesday (17); 5,000, swell.

Chuck Foster (Blackhawk; 500; \$2-\$2.50 min.). Fair-to-middlin' 3,000 for Kay, Martelli & Louise, Isabelle Johnson.

Art Kassel (Trianon; 900-\$1.15). Satisfactory 15,000 in last stretch.

Hendt Liebha (Frolic; 700; \$3-\$3.50 min.). Gypsy Rose Lee & Co. followed Chico Marx Thursday (18). Laughed off during the week but built to pretty good 3,500 by Saturday.

George Olsen (Aragon; 800-\$1.15). Last stanza for Olsen brought okay 19,000.

Teddy Phillips (Trianon; 800-\$1). Poor 5,500.

Buddy Shaw (Latin Quarter; 700; \$3-\$3.50 min.). 4,000 for Martha Raye, Lou Holtz, etc.

Buddy Rich (Paladium, B. Hollywood, 5th week). Absolute limit of pull estimated not above 20,000 entrants.

Benny Carter (Trianon, B. South Gate, 3rd week). That Lenlen slack hit here and brought it down to \$3.30 admission.

Stan Myers (Slappy Maxie's, N. Los Angeles, 2nd week). Spot is always standard 4,000 customers on the home.

Spike Jones, King Cole Trio (Trianon, N. Hollywood, 4th & 12th wks). Clicking in both rooms with double draw for 4,000 tabs.

Garwood Van (Ciro's, N. Hollywood, 2nd week). Misinformation that spot was closed cut covers to 2,300, but should go up this week.

## PIPERS IN COL. SWAP

### FOR PEARL BAILEY

Hollywood, April 23. Capitol Records has okayed Pied Pipers, vocal group under pact to platters, going over to Columbia Records to work a pair of discs with Frank Sinatra. Singer requested the Pipers, who work with him on his Old Gold commercial.

Thus Capitol reciprocates for the recent deal whereby Pearl Bailey, current in legit musical "Sally, Lady Woman" in N. Y., sang some discs of songs from show for Capitol.

In return, Miss Bailey is under recording contract to Columbia.

## Irving Caesar's Safety

### Songs Get Nod From D.C.

Irving Caesar, composer of numerous safety songs, has been placed on the Committee on Public Information in preparation for the National Safety Conference to be held in Washington beginning May 8.

Appointment to the committee was made by Major Gen. Philip B. Fleming, chairman of the conference in recognition of Caesar's active interest in children's safety and the many valuable contributions he has made in that cause.

## Spitalny Turns Down

N.Y. Biltmore Offer. Biltmore hotel, N. Y., was again after Phil Spitalny to spin his all-gilt "Hour of Charm" orchestra on hotel's roof this summer. Spitalny is said to have been offered a choice of a flat \$8,000 per week or a \$4,500 guarantee against a split over a certain figure. Spitalny turned the deals down.

Biltmore last season made Spitalny a half offer for his combo, which also was rejected.

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# RECOMMENDED RECORDS

(For Jocks and Jukes)

By BARRY GRAY

(WOR-Mutual's All-Night M.C.)

**Dick Haymes** (voiced with Earle Hagen Ochs) "Amadeo Mio" (Decca). Some fine work salutes Haymes on the radio from the pie "Gilda" called "Amadeo Mio." It's well handled by the Autolite radiohouse emcee. The band is fronted by Earle Hagen, a one-time trombonist with TD, later in the Earl Carroll pit group. He's injected nest fidelity that swells all bravely behind the vocal. It's commercial. "Snap Your Fingers" backs it up. On this, Haymes has the relaxed touch of Crosby. That's been more regularly with the inception of his airshow. The light, Hagen, sharp pitter have left their mark, and are bringing to light a very easy, happy delivery. It's good.

**Paul Bailey** (voiced with orch directed by Mitchell Arlen) "Legalize My Name" (Mercury). "It's a Woman's Prerogative" (Columbia). Miss Bailey, comparative newcomer to Columbia wax, does an accomplished job with the plaintive words of "Legalize My Name." Miss Bailey, who first registered at the Zanzibar (N. Y.) niter with the Cab Calloway revue, since then has been on the road with the revue, but recently opened in the hit N. Y. musical "St. Louis Woman." Her p.a.s are distinguished by her gestures, via fingers, and while her work is adequate you miss those hands waving about in the Zasu Pitts turns. However, airshows will smile on this disk, for the languid drawl sells. "Prerogative" tells a story of female misadventure. Fits the lady like special material. Actually is part of the Mercer-Arlen score of "S.L.W." The customers by air or nickel will like it.

**Her McIntyre** (voiced by Nancy Reed and Francis Lester) "Cement Mixer" (The Gypsy) (Cosmo). It may be the Cosmo proceeding or those muted horns, probably the former, but McIntyre's bark, including the vocal, sounds metallic and harsh on the "Cement" turn. Nancy Reed, the band femme, doesn't do too well anyway, and the disk quality doesn't help. The brass section comes from far left field. Sound as though they had been put

away out in order to play hell. Good idea, but Cosmo forgot to use the gobos (felt or quilted screens to direct brilliant studios). It goes without saying that the lyrics of this one are meaningless, and present a challenge to any vocalist. It must be a heavyweight, for no one has linked it yet. Not recommended. "Gypsy" on the reverse, and has the distinction of being waxed by almost everyone in existence. Frankie Lester croons it. What is meant to be brilliant piano arranging behind his voice only confines. Backing should insulate, showcase and highlight the singer, never distract from it. Lester does well when unhampered. The best disc of "Gypsy" is still Dinah Shore's.

**Rose Marie** (voiced with Dick Malby's orchestra) "Chen A' Luma" (Mercury). (pre-release). Rose Marie really goes to work on the lyrical item of Italian premiere. In English it's called "Lay Mary," and is pure novelty, with non-sensical words, a business-man's bounce tempo that swings the final bars in ruff fashion. Originally special material for Rose Marie's niter appearances, it was picked by Mercury for waxing. It's too bad for the company's agent is complicit and would peddle lots of platters. With finer quality disks Rose Marie and another Mercury contractee, Eileen Barton, could do a commercial sweep.

**Marie Green** (voiced with orch) "Strange Love" (Penthouse Presents) (Sig). Miss Green presents a throaty, intimate delivery that sells "Strange Love" is a torched lyric that suits her fine. Backed by a rhythm group, she puts on wax what you hear in upper class bistros. Would sound like cubs with strings, and plenty of c's behind her. "Penthouse" is a revival and she displays some pleasant vocal tricks here too. Her tone-holding is attractive. Her upper register sometimes fails to ring. But she sells! **Connie Haines** (voiced with orch)

"California Sunbeam" ("Do You Love Me") (Mercury) (pre-release). "Sunbeam" is pure riff. Miss Haines, the former TD gal and Abbott-Costello feature, knows what to do with it. What she lacks in voice quality is made up in knowledge of rhythm and lyric-reading. This recording was based on pre-manufactured tape, which is of better quality (temporarily) than disk wax. If the wax, when released comes up to the quality of this, Mercury will sell 'em. Miss Haines is possessed of a thin set of pipes, at times ranging on harshness, but for upturn airt's fine. Talking points: Connie Haines from the south. Cue a turned nose type. Once signed for pix, and couldn't wear out the Dixie Dancers. The recording was cancelled. Doesn't worry, for fresh off the Abbott-Costello airshow and vaude tour's she's currently featured at La Martinique (N. Y.) and seems slated for other top dates. Sells better in person than on wax, for you're impressed with face, gawking and showmanship. "Do You Love Me?" on the other side doesn't suit Miss Haines. Improper pacing for her work.

## Cleve. Symph Parties Leinsdorf in Farewell; Szell Will Replace

Cleveland, April 23.  
Cleveland Symphony Orchestra's start wound up its 26th season last Saturday (20) with a farewell party for Erich Leinsdorf, retiring conductor, who will be replaced by George Szell next season. Szell, in town to conduct "Der Rosenkavalier" for Metropolitan Opera Company at civic auditorium, is now conferring with civic orchestra's sponsors on rehearsals of his first Severance Hall concert starting Oct. 19.

After a vacation, Leinsdorf will sail Aug. 19 for Holland where he will guest-conduct concerts at Amsterdam, The Hague and Scheveningen. When he returns to the United States in September, he will bring three operas, "Emperor Jones," "Tristan and Isolde" and "Carmen" for the Chicago Civic Opera Co. Maestro is also scheduled to conduct 12 concerts for the Rochester Symphony, Rochester, N. Y., in addition to leading it on a one-week tour.

Before going abroad Leinsdorf will make a recording of "Carmen" at the Victor studio in May. Waxed opera to include Gladys Swarthout, Lucia D'Amore, Robert Merrill and Victor Chorale directed by Robert Shaw, and Victor orchestra conducted by Joseph Fuchs, former concert-master of the Cleveland Symphony.

## MCA ASKS NEW TRIAL IN FINLEY TRUST SUIT

Hollywood, April 23.  
Attorneys for Music Corp of America last week filed formal motion for new trial of anti-trust suit brought against agency last winter by Larry Finley, San Diego balloon operator.

Motion was filed in U. S. district court of Judge Paul J. McCormick, where verdict against MCA was handed down Feb. 15 totaling \$55,500 damages and \$7,500 attorney fees.

# Olympic Tosses Bombshell on Coast By Slashing Platter Cost to 18c Per

## Martin, Babbitt Waxing

Mercury has just signed Tony Martin and Harry Babbitt, formerly of Kay Kyser's band, to wax for that label. Babbitt, just released from Navy after two years, will do his first work in New York.

## CARNEGIE BECOMES KEEPER OF THE B'S

Something new was added to Carnegie Hall, N. Y., Saturday (20), a program of American folk music by America's leading folk-singers and recording artists making it six B's for the longhair blues—Bach, Beethoven, Brahms, boogie-woogie, and now ballads and blues.

The program was not only one of the most unusual the Hall has heard but also one of the most successful, an SRO house and large turnaway, indicating the program had a draw far greater than mere charity (event was sponsored by Russian Relief).

It was added proof of the commercial as well as the artistic and historical appeal in the vast store of American folklore and song. Earl Robinson, who played in from the Coast to be chairman, sang his songs from the 20th-Fox pic, "Walk in the Sun," and gave preview of several of his and E. Y. "Vip" Harburg's tunes from Par's forthcoming "California." Array of artists included John White, Woody Guthrie, Tony Kraber, Edith Allaire, Leadbelly, Peter Seeger, Saunders Terry, Brownie McChie and Hall Johnson Choir, running through a dazzling variety of songs. Sophie Maslow's New Dance Group also danced to excerpts of Carl Sandburg's "The People Yes" with Kraber reciting and Guthrie singing folksongs to match. Audience participation in some of the ballads was still another "new" for the Hall.

Jimmy Lunceford took out his first dance (six sides) for Majestic tomorrow (25) in N. Y.

Hollywood, April 23.  
Bombshell was tossed into Coast indie record last week when L. K. Russell, operator of the Olympic Record Co., largest job-lot pressing and processing plant in area, slipped word to all the indie diskers hereabouts that he had slashed price on production to 18c per platter. When his figure had been 25c.

Whether or not this cut by largest of the locale's indie plants will stampy of rivals into price-slashing camp remains to be seen. Till new Olympic figure popped out about cheapest work being done was 21c per disk, though one or two small labels were paying but 19c on long-term.

Olympic's offer is to take on orders however small. Plant has capacity of 2500 records daily. This chop marks climax to gradual decrease in pressing costs, which this time last year were 35c, and 50c as recently as October. Costs started falling down from war-years' high when materials returned to market after cessation of hostilities and when number of indie plants mushroomed herabouts.

## Judge Grants Arnstein Point in Cole Porter Suit

Ira Arnstein, songwriter suing Cole Porter for \$100,000 damages for alleged piracy of his unpublished and published tunes, has received an allowance for expenses up to \$200 for adjournment of the trial date of the suit until May 6 in New York federal court. Judge Henry W. Goddard last week in New York granted Porter's attorneys the adjourned trial date on the condition that they give Arnstein the expense.

The action was recently sent back to the lower court for trial. The U. S. circuit court of appeals reversed a lower court's dismissal of the action on the Porter attorneys' move for summary judgment.

Arnstein charges that Porter pirated unpublished and published tunes in composing "Night and Day," "Begin the Beguine," "Don't Fence Me In," "My Heart Belongs to Daddy," and "You'd Be So Nice to Come Home To."

**SANTLY-JOY**  
**HONEYSCUCKLE**  
**ROSE**

By ANDRY RAZAF - FATS WALLER

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## KRESS STORES RESTORE SHEET-MUSIC DEPTS.

Music pubs will be cheered by the news that coast-to-coast chain of Kress five-and-dimes sold sheet music departments to stores.

Nine years ago chain tossed music out of emporia in disgust after a succession of price-slashing wars with competitors. Late last year number bloomed mighty to the music trade, to store managers and regional chiefs petitioned top execs of Kress to restore sheet music, but suggestion was nixed. Pressure was maintained, however, and recently all managers in country were polled and the decision accepted.

First stores to add the reinstated depts. will be those dotting the Coast. Kress thus will be the only nationwide five-and-dime giant to sell sheet copies, although several decades ago all did, and their total sales

## Freddy Martin to Move Into Platter Production

Hollywood, April 23

Band-batoneer Freddy Martin is preparing to invade the pop-platter field with a new label he'll call Ambassador, after local hotel at which this orch has played for past five years.

Product pressed by Martin will consist chiefly of romantic-oriental numbers. He himself is under contract to record for RCA-Victor.

## On the Upbeat

Johnny Long orch into Vogue Terrace, Pittsburgh, for 10 days on May 10, with Tina Ray Hutton (showing in Decoration Day)... Orrin Tucker band opened two-week engagement at Bill Green's, Pittsburgh, Friday 18) and then come Jan Carber... Anthony (Bunny) Rang, just out of the service with rank of lieutenant, has joined Harry Watson on the guitar at the Mercer Music Bar in Pitt. Rang used to play with Ray Horbeck and other name bands... Pee Wee Lewis band out of Pittsburgh has gone to Lake Placid, N. Y., for a run after six weeks at Backstage Bar and Grill in Akron, O... Baron Elliott orch playing dancing dance of season at Kenneywood Park, Pittsburgh, on Saturday 120), just 10 years to the day that while playing at same spot he decided to adopt Baron Elliott as his professional name. Right! That's Charles Carter. Incidentally, Don Ritter, brother of Elliott's former vocalist, Eloise Ritter, has joined band as singer...

Jack Denny, former nameband batoneer, peddling talent to pix and interiors for Frederick Bros. Northwood office... Bob Strong, mid-west bandman, back in Chi after tour to Coast... Harry James recording duette for 20th-Fox's "That's For Me". Tunes are by Eddie De Lange and Josef Myrow... Al Donahue combo into Pacific Square ballroom, San Diego, May 17-19... Barney Bigard, sexied into Golden Gate, San Francisco, this week... Leighton Noble band set for fortnight at Jantzen Beach, Portland, Oregon, April 30... Henry King booked for week at Triton, Seattle, May 27... Lawrence Welk signed for Universal short Rosemary Hayward new thrust with Billy Wilson band... Drummer Frankie Carlson has left Bob Crosby for Spike Jones' combo... Jan Carber, after winding up on June 18 at El Patio, San Francisco, MCA band booked for Coast, Las Vegas for a week... Phyllis Lane, chirp formerly with Jan Savitt, has joined Bob Crosby combo... Eddie Fitzgerald, recently discharged from service, is following pathway of his father in time, his newly-formed band into St. Francis hotel, San Francisco. Eddie Fitzgerald, Sr., banded band at site two decades ago.

## Band Review

GENE KRUPA ORCH (17) With Buddy Stewart, Carolyn Grey, Charley Ventura, Warren Covington, Charley Kennedy, Ted Napalson, Red Rodney 400 Restaurants, N. Y.

With the acquisition of several new members since his last Manhattan dance dates, Gene Krupa's band rates among the top name combos. Group has a more diversified repertoire than heretofore and now mixes plenty of sweet balladettes in with the solid swing stuff to give it an appeal to the more conservative-minded dancers, as well as the jitterbuggers.

Krupa himself retains his masterful showmanly techniques, hunching over his drums while twirling the sticks and mouthing the rhythm under his breath to keep the swing-addicts jumping with the beat. It's the leader's consistently fine drum work that forms the foundation of the band and most of the numbers spotlight that fact. Illustrative is the best show-stopper, "Blue Rhythm Fantasy," in which the entire orch pounds on small drums at their stunts. Leader's featured the number in one form or another ever since he formed his combo, and it's still tops of its kind.

Arrangements give the individual members plenty of opportunity to demonstrate their ad lib techniques. Even saxman Charley Ventura leads the pack with his precise phrasing and wailing slide notes on both the sweet and warmer numbers. Red Rodney, a pint-sized teen-ener, blows a sharp, clear tone on his trumpet without getting in too much of the shamalt technique. Warren Covington, playing his first trombone date with Krupa after leaving Les Brown, adds in some good breaks on such numbers as "Begin the Beguine."

Despite the preponderance of brass with eight horns, five reed and the usual four rhythm, the band is never too heavy. Four trombones harmonize nicely, and the reed section is especially outstanding. Some of the arrangements start in too conservative fashion but all build into a solid finish.

Buddy Stewart, male vocalist, does better with the numbers especially tailored to his talents such as "What's This?" than he does with the standard ballads. Former is a straight jump tune with no lyrics but all risks, in which Stewart harmonizes with Ventura's sax for pay-off results. Femme singer Carolyn Grey, a homebody with equally home-colored set of pipes, does well with both the pops and novelty numbers like "Olio, Make That Bird Sittacato."

Band drew a capacity crowd the night of March 29, despite a driving Good Friday.

Pler Ballroom, Buckeye Lake, Indiana, Ohio, opened Easter Sunday 121) with Dale Thatcher's orchestra.

## Printers' Union Wins Pay Increases, Averting Strike Hitting Music Pubs

### U.S. Music Pubs Warn Can. Stations on ETs

Harry Fox, as trustee and agent for the Music Publishers Protective Assn., has circulated all the Canadian stations that the transcription service offered by Advertisers Recordings Ltd. of Canada will be considered a copyright infringement. This outfit is headed by Walter P. Moynihan who was to have submitted the song titles to the American music publishers before making them into transcriptions.

Having failed to do so, the U. S. pubs state they will seek redress against any Canadian station etherizing these waxers.

### Syd Lipton Re-Forming Band After RAP Discharge

London, April 23

Sydney Lipton, who for years headed his band at the Grosvenor House till he joined the Air Force, some six years ago, is returning to work with newly formed band. He is lining up a band of 15, each member to be paid at least \$80 per week, plus evening dress. Bands attire will be looked after by valet especially engaged by Lipton.

Lipton is also looking for lady harpist, which will be first time that a woman has ever played in night dance band. Band will open end of May or early June.

### Palladium in Pix

Hollywood, April 23

Maury Cohen, operator of the Palladium ballroom, signed Joseph McDonough, former production chief at RKO, to produce a picture based on the Sunset Blvd. dance dancery.

Picture will be made in Technicolor with a bankroll of \$1,500,000 subscribed by the Palladium backers, including Edward Small, B. B. Kahane and Harry Einstein.

Columbia Records' newly appointed purchasing agents are Charles D. Werin for the corporation's Bridgeport, Conn. plant, and Earl J. Maag for Kings Mill (O.) plant.

International Lithographers has won a pay boost, killing all possibility of a strike that would have cut off the flow of music to publishers. Union represents printers who turn out sheet music, folios, etc., and for a while a strike was a real threat. Such action had been okayed if demands were not met.

Lithographers won a 30 1/2-hour work week, with pay for 40 hours, two weeks vacation with pay, and 10 paid holidays a year. It's understood the boosts will be passed on to music publishers in printing costs.

Paper situation, incidentally, was far as publishers are concerned, is worse than during the war despite the lack of restrictions.

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# Lush Season Looms for Miami Next Yr.

## Defying Nitory Assn. Economy Moves

Miami, April 23. — Due to next season's talent policy for top niteries in this area came with sale today (23) of half interest in swank Copacabana for sum approximating \$100,000, and the resultant determination by Beachcomber to definitely adopt policy they have been mulling over.

Other bistros in this area usually follow policy set by these two big rooms and expressed intention of Supper Club. Miami's cash down on budgets looks to fall by the wayside as a flood of fresh money pours into operations both old and

new. From here, it looks like last year's \$8,500 to \$15,000 budget for one to three names will be peanuts.

**Slutsky Into Copa**

New partner in Copacabana, B. E. Slutsky, who sold his Raleigh hotel here for \$100,000 last week closed the hotel into Copacabana. He found building restrictions would hold up plans to erect a super swank hotel.

Slutsky is planning to buy of Nevada County Club in Ellenville, N. Y. top borshet belt spot which the top liners weekends during the summer season, and he possesses plenty of know how in buying talent.

Copa cost close to \$250,000 to rebuild and re-lease for 20 years. Original owners were Bill Miller and Murray Wenger. Miller sold out after first season of operation, to buy Embassy, N. Y. He recently took over Ben Marden's Riviera with plenty of backing.

Slutsky bought out two partners who took over Miller's Riviera. Plans now are to rebuild lavish cocktail lounge, installing a circular bar, the top band in that room, a La King Cole Trio.

Main room will reopen, under present plans, in late August or September, with bids set at any price for attractions such as Frank Sinatra, Danny Thomas, Jimmy Dunne, and other Hollywood stars. They can get to combine with top nitory names such as Joe E. Lewis, and His Bro. Money is no object now, what with new plans including enlarging the room to accommodate over 700 payees.

**Beachcomber Ops Active**

Beachcomber ops Ned Schuster and Casey Castleman, who buy and lease top talent to SARA, are sitting back. Duo plans to install a two weeks' show policy with week's option and say they will pay money above usual four-week run to induce topsters to come in under this new policy.

They claim this is now a two-week town with bid bying after renewed lease to last season as illustration. Have bids out to every topliner in the country on this basis of favorable response claimed from most.

What other rooms in town will do remains to be seen. But if they're to be judged by last year and previous season, they will go along. Moomba Club is on the block, and new ops will have to follow. Terrace, at present a Chinese eatery, could present competition on capacity basis.

Other clubs, and new spots planned, will have to bring in at least one name if they want to make any dough, though one smaller op insists he will book in fresh faces and do just as well. But from all sides it looks like Miami and Miami Beach will provide another lush year for talent.

### New Vaude-Musical House Slated for San Anton

San Antonio, April 23. — Ramiro Cortes, who heads a local theatrical looking agency, has announced plans for an open-air theatre seating 1,000 and costing \$42,000, which is expected to be completed about May 20.

House will be called "The Folies," and will feature vaudeville and musical shows. Acts and revues will be booked from Cuba, Mexico as well as U. S. Shows will run two-and-a-half hours each night.

### Ben Blue Act Pacted For La Martinique at \$3,500

Ben Blue has been signed to open at La Martinique, N. Y., May 9 for five weeks. Deal calls for services of Ben Moore and Ben Blue to be included under the reported \$3,500 salary. They're current at the Chez Paree in Chicago, where they recently opened. Deal was made after Dario, who, with Jimmy Vernon, operates La Martinique, went to New York, o.o. the act.

In another deal, Dario inked Four Vagabonds, a singing group, to open May 1 at \$1,200.

### AGVA Off to Boff Montreal Start

Montreal, April 23. — American Guild of Variety Artists has not wasted any time in setting up its local branch. Thus far, basic wage pacts have already been reached between most of the cafes and the union; two vaudeuries have been declared "unfair" for failure to negotiate minimum basic wage agreements, and two bookers have been placed on the "unfair" list for failure to negotiate a franchise with AGVA.

Anthony Nucchi, who has been sent up here by N. Y. AGVA to do things good, told Variety that he is very pleased the way the clubs have been cooperating, and stated that the choicest of local performers who have thus far joined the branch is extremely satisfactory.

Declared "unfair" were the Romy and Starland theatres, operated by J. C. Davidson. These houses are situated in one of the rougher sections of town. It was claimed that line artists were getting as low as \$10 and \$15 weekly.

The two bookers who have not got AGVA's okay to carry on are Jack Adams and Fred Norman. The "unfair" status for theatres and bookers has been in effect since last Wednesday (17).

The basic minimum rate for line artists is set at \$35 for local performers and \$50 for out-of-towners. AGVA can do nothing at present in the Equire showings, some of which claim they are getting \$20 weekly and in addition have to act as hostesses between shows. Sam Cleaver, Equire op, contends that the showgirls are basically hostesses when AGVA has jurisdiction. If it comes to a showdown, Equire is expected to pull the showgirls out of the show.

The Equire, which has been operating on two-shows-a-night basis till the recent clampdown on after-midnight-Saturday shows, after reaching an agreement with AGVA to sign performers on a 15-show weekly basis, with anything over 15 shows being mid night pay. There are now two shows nightly, three on Saturday before midnight, and two on Sunday after midnight.

The club date basic has been set at \$10 per show. Anything over five consecutive nights pay is slid to a weekly rate.

### PHILLIPS TO STAY ON WITH USO-CAMP SHOWS

Lawrence Phillips, USO-Camp Shows vice-president, has remained with the organization for an indefinite period pending disposition of problems resulting from curtailment of Camp Shows' activities. Phillips was originally scheduled to leave April 3, but is holding out at the request of USO officials.

Soleid entertainment outfit is currently curtailing its activities because of Army's austere budget and program and substituting other entertainment. Overseas shows will be routed so that individual encampments will get a unit at two or three-week intervals. It's planned to have 18 units in Europe, so that troops will get shows every three weeks. 33 shows will be scattered throughout the Pacific, where GIs will get shows at two or three-week intervals, depending upon location.

Phillips has also asked the theatre chapter of the American Veterans Committee to cooperate with Camp Shows in locating veteran talent which could play the khaki circuit.

Majestic theatre, Paterson, a split-week vaude stand, closes for the summer, May 5. Will reopen after Labor Day.

# Current Brazilian Anti-Gambling

## Waye Seen Threat to Talent Imports

Talent sales to South American casinos are endangered by the current campaign by Brazilian church authorities to force the government to outlaw gambling. Present Dutra regime is reported to have had such heavy pressure brought against it by the church, that measures to ban gambling are now being formulated.

If measures are passed, casinos now supporting heavy-budgeted shows will find it impossible to import acts from this country because most revenue is derived over the green felt.

This is the second crisis within six months on this situation. First threat came when former President Vargas called for elections. Opposition to the Vargas regime ran on a reform platform which called for closing of casinos. With Dutra's election, it was conceded that the danger was over, but church pressure forced reopening of the issue.

Enactment of such legislation would leave the government in an embarrassing spot. Not only would Brazil derive considerable revenue from gambling, but the government has invested huge sums in some of the casinos. The newest emporium, Quiladinho, located at Petropolis, is reported to have been subsidized by the Vargas regime to the tune of \$100,000.

Meanwhile, it's not expected that any legislation passed will affect current contracts. Casino Copacabana at Rio de Janeiro, opens today.

(Wednesday) with an expensive show booked by the William Morris Agency. Included are nine names—model to model, U. S. fashions, Ted and Flo Vallert, Gloria Gilbert and Alphonse Berge. Dickers for subsequent shows are in the works, but are being delayed pending government moves.

### Razing Venice Pier

Los Angeles, April 23. — Destruction of the historic amusement zone at the Venice Pier got under way yesterday (Mon.) to make room for civic improvements. City recently turned down an appeal by the Abbott-Kinney Corp., operator of the zone, for a renewal of its 25-year lease.



**PAUL PEGAN**

COMIC-SATIRIST

Belmont Plaza, New York

April 24th, Gaze CBS Supper Club

6:30-6:45 P.M.

Management: M.C.A.


### CAPPELLA AND PATRICIA

"PRETTIEST LEGS seen on a CHICAGO CAFE FLOOR in RECENT MONTHS belong to PATRICIA who, with CAPPELLA, THRILLS THE CHEZ PAREE CROWD. Take time to HER FACE, too—IT'S MIGHTY ATTRACTIVE. Matter of fact, SHE'S ABOUT THE PRETTIEST FEATURED DANCER SEEN HERE IN MONTHS. TOO. OH, YES, she DANCES—AND VERY WELL, TOO!"

By RAY HUNT, Chicago Times, April 21st.

### CHEZ PAREE CHICAGO

Thanks to SAM BRAMSON and LEO SALKIN



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### THEATRES

Philadelphia Record

Saturday, February 16, 1946

"Frankie Carle, who has made so many records for Columbia that it would take you a year to count them all, shared honors with Jerry Mann in the Earle stage show this week.

### That Funny Mann

Jerry Mann, one of the cleverest comedians I've seen in a long time, works with an easy style and plenty of good gags. He has a handle on how to supply what the act lacks in pulchritude."



**JERRY MANN**

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## AGVA Limits Celeb Nights to Licensed Few; Coin Going to Welfare Fund

American Guild of Variety Artists is revising former edict demanding extra compensation for all outside acts participating in so-called "celebrity nights" and instead will license spot wishing to continue them on a yearly basis, with all monies derived therefrom being allotted to the talent union's Emergency Welfare Fund.

New edict was issued last week by Matt Shevley, national head of AGVA, who added that such monies will later form the nucleus of a Death Benefit Fund for members of the union.

AGVA, according to Shevley, has already passed Leon & Eddie's and Havana-Madrid, N. Y., entries, as the first brace of spots to go along

with the plan. Both are reputed to have made substantial preliminary donations to the AGVA fund and will make additional weekly contributions 52 weeks per annum.

Shevley said that probably two other spots in New York would be placed before the next AGVA spots in Miami, Boston and Philadelphia. Licenses for such operations will be granted according to Shevley to entities that had been using such business hyping frolics for a year or more and that was not an invitation for newcomers to climb on the band wagon despite what additional revenue could be derived by the union.

Shevley said that the union will handle its own insurance and has its auditors currently working out the plan. Amount of death benefit to heirs of deceased members is also yet to be determined. However, when it is framed out and adopted AGVA will be the only talent union carrying a death benefit for its members—and save any additional assessment for it.

### Starting With 10 Spots

Workload in the last week with 10 spots, the revenue from which is expected to bring in \$10,000 annually. License grant stipulates that all places operating under such permits must have a fair representation of new talent for showcasing purposes on all celeb nights, which will be limited to one night weekly in all operations.

As to other and unlicensed spots, any celeb night entertainers other than the regular show must be paid pro-rata for such appearances. And if the latter performers wish they can donate such remuneration to the Welfare Fund or to any other charity.

Shevley says AGVA is moving in fast against the practice of vicious entertainers being called up on nitery floors and induced or cajoled into contributing a cuffs still. On such procedure, both performers and nitery ops will be penalized by fines, with that monies also to be devoted to the Welfare Fund.

Directors of all branches of AGVA have been urged on the matter and urged to police the situation more thoroughly than before and blow the whistle toward national AGVA on any derelictions of this rule.

## Chi House Bought Back From Pix for Burley

Kansas City, April 23. Warren Irons, manager of the Polly burley theatre here, and Arthur Clamage recently bought the Star and Garter theatre and building near Chicago's lake.

Pix for the property has been quoted at \$140,000. Plans call for the house to reopen with burley near the Star and Garter theatre, but a pit house for about 10 years, but previously was a burley spot.

The Star and Garter is to return burley to Twelfth street here about six years ago after operating burley in the east with Clamage.

## NVA's 30th Ann Benefit Show Hits Top With 10G Net for Welfare Fund

The 30th annual benefit of the National Variety Artists at the N.Y. Sunday night (21) grossed around \$16,000 and is figured to set the welfare and the organization \$10,000 after all expenses are paid. Theatre scaled at \$15,000, with \$10,000 in the additional \$10,000 derived from the souvenir programs, ads and sales.

The figure is tops for NVA benefit since its inception in 1917, according to pressy Lou Handin, who brought the organization up to present peak after it was orphaned by the late E. F. Albee, who founded the group as a "company union" and practically dissolved it. Handin, ex-performer said now an attorney, took it from there and built it up to its present 1,600 membership over the years.

Benefit was to be chairmanned by George Jessel, who had planned playing in from the Coast but was detained by production chores at 20th-Fox. Handin took over as chairman and read vivid regrets of Jessel, with "I hope all the acts get as many bows as I have had wives."

Although show ran three hours, there were some disappointments from name acts who had previously played appearances but didn't appear. Some justification of the absences was seen in the NVA affair being sandwiched between the Caesar Ford benefit last week and the annual Lambs' Gamble coming up. However, ticket-holders seemed to object to what did transpire.

Of more than 20 acts that did get on before the midnight cutoff to effect over-time pay for stagehands, musicians, etc., particularly such were Jan Murray, Hugh Herbert, Val Valentino, June Dulo, Glenn Jenkins, Bill Robinson, Claude Rains, Linn, Smith & Dale, Maxie Rose, Maxie Roseblum, Maxie & Rollins, Enrica & Novello, and John Barton.

Others were Roy Benson, Marion Carter, Bill Renault, Marian Lovelle, Marion Colby, Arthur Blake, and Kathryn Duffy dancers. Penny Tupper sang a number one of the evening chores, alternating with Hugh Herbert and Jerry Wayne. Promotion, ticket sales and souvenir program were handled by Lester Rose, chairman of the club's entertainment committee.

### Saracac Lake

By Harry Benney  
Saracac Lake, N. Y., April 23. Leonard Grotle, Low manager, off to the Big Town, accompanied by his frau to visit friends before entering Boston hospital for major operation.

Taking time out between rest periods to attend the downtown church-holiday were Josephine Tavin, Rose Hanken, Sam Lefko, Ben Schaffer and Sam Lee.

Charles Glendon elated over surprise visit from his frau last week. Eddie Stephens, who wrote a song between rest periods, entered same in a radio contest. It hit the number one spot over station WJY, Detroit.

Jack Phillips, ex-nitery-operator who beat the rap here years ago will summer at this Lake Cayo camp while getting a general checkup. Camp internment getting dolled up for the summer bookings by a new paint job and general facelift. Benny Resler and Albert Bagdasarian, who have been upped for exercise, added to the expert group on Sunday quiz program over local station WNBZ.

(Write to those who are ill)

Players Club, N. Y., will shutter June 20 for redecoration and will re-open in the Fall. Morey Amsterdam, spot's comic who owns 99% of the spot, will work Coast theatre during the interim.

## Berger Has Inside Track On New D.C. Hotel Nitery—Despite Local Opposish

Although Ralph Berger, operator of Chicago's Latin Quarter, has no commitment to lease space in the Willard hotel, Washington, for a 10th floor nitery, he's encountered opposition from Capital operators. Sam Young, who operates the Romainian ball, has straight ebery, and Jerry Anger, Washington exhibitor and partner with Matty Rosen in a N. Y. talent agency, are angling for the same safe space in the hotel.

Berger is believed to have the deal in his pocket because of his friendship with Julius Epstein, who recently purchased the Willard hotel. Work will start on renovations as soon as building restrictions are lifted to permit cable construction. It's also planned to expand the present hotel site as Epstein has purchased adjacent property.

Berger's deal with Epstein is likely to provide an indication of future ownership of the Diamond Horse-shoe, N. Y. Epstein, a few weeks ago, bought the Paramount hotel, which houses Billy Rose's spot. Because of Berger's long association with Epstein, some may assume that Berger, however, no action on that project is possible for three years, running time of Rose's lease.

Rose, incidentally, pays an annual net of \$18,000, which is considered an unusually low figure for a mid-town nitery site.

## CARROLL WINS NOD IN SHUTTERING COIN TIF

Hollywood, April 23. Earl Carroll last week won decision handed down by Labor Board of Arbitration after long tussle with American Guild of Variety Artists. Ruling that showman need not pay cast of performers at his nitery here for night of Nov. 20, 1945, when he closed spot to repair roof.

Site was shuttered suddenly for the one night when it was discovered a center truss in ceiling gave way. Earl was docked for the night and AGVA for months sought to secure salaries on grounds closing was not due to "Act of God." Board agreed it was not, but cited also fact Carroll was not to blame and that shuttering was "due to an accident which could not be reasonably anticipated or prevented" and that therefore Carroll need not pay salaries which amounted to nearly \$1,000.

## Banner Summer for A.C. Seen in Boardwalk Prom

Indications that Atlantic City will have a big summer is seen in a near-record Easter Sunday (21) crowds that promenade that town's Boardwalk. With huge crowds attracted by sunny weather, the town's leading amusement enterprises, Steel Pier and Million Dollars Pier, did terrific business; while theatres did little better than average because of bright weather.

Town's innkeepers anticipate a boom year, inasmuch as nearly all hotels have been released by the Army, and nearby race tracks will entice more than the wartime quota of visitors.

Further indications that Atlantic City will be in the chips is evidence of the fact that Philadelphia amusements are resigned to a lean season. Niteries will not buy names during the hot months, feeling that even if business perks up afterwards, talent names would be wasted during that time.

## SOMETHING DIFFERENT FOR RADIO PRODUCERS

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## SAM SALVIN TAKES OVER MONTE CARLO, N.Y., 100%

Sam Salvin, managing director of the Monte Carlo, class N.Y. nitery, and a syndicate have bought complete interest in the club for \$100,000, to be paid over a 10-year period. In addition to the purchase price, Salvin & Co. will pay \$40,000 yearly rent to Webb & Knapp, real estate agents, who own the building.

## BOBE'S TEXAS TEST

Dallas, April 23. Victor Borga, has been booked for Texas concert dates by Joe Landwehr and his associates. Borga will appear at Houston, Beaumont, San Antonio and possibly Dallas. The deal is for calls for the Fair Park Auditorium May 15.

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GAY

90s

REVIEW

AUDITIONS

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# France's Great Singing Star



**Lou Levy**  
PERSONAL MANAGEMENT  
HOLLYWOOD • NEW YORK

Mr. Raoul Breton  
Piazza Hotel  
New York, New York

Dear Raoul:

I was happy to hear that Charles and you had a pleasant flight across the Atlantic.

I am looking forward to Trenet's opening at the Embassy tomorrow night with great excitement and expectation. Excitement -- because I know that Trenet is the most extraordinary personality to hit the world of American entertainment. Expectation -- because his singing style is the freshest of any performer that has come to us from France.

I have talked with Columbia Records, and they are beginning to re-press Trenet's great recordings -- Boom, and the others. Leeds Music is issuing Holding Hands, Trenet's wonderful ballad with words by Harold Rome, and is re-issuing two folios of Trenet's biggest hits.

The Hollywood producers know of Trenet's terrific work in La Route Enchantée and his other French films, and are looking forward to screen tests.

I feel certain that Trenet will be happy with the bookings secured for him by the William Morris Agency. Bill Morris has been a Trenet fan for many years and is giving personal attention to his dates.

I have just received a telegram from Bill Miller at The Embassy and he tells me that he could have sold out his club three times over. He has never had such a flood of reservations as for the Trenet opening tomorrow night.

The French reviews of Trenet, which you forwarded, were terrific, and I know what a wonderful job you did in managing Trenet in France. I feel privileged to have brought Charles Trenet to America. And I want you to know that it is a pleasure to have you associated with me in Charles' personal management here.

See you and New York's most exciting opening at the Embassy tomorrow night.

Faithfully yours,

*Lou Levy*

Lou Levy  
Personal Management

# Charles Trenet







## Night Club Reviews

Continued from page 54

The Blue troupe are in and out of the whole show—and "blue" is the word, too. Rough, however, isn't necessarily like on the Coast, and they can change overnight. They do a "prologue" that's slightly risqué, but not really so. It's a little risqué, the Salvation Army band with the drum; and a dime-a-dance ballroom blackout, complete with

[illegible]

Then Blue, with Lessy at the piano, takes over, and that's all brother. Guy's innocent "what'd I do wrong?" blinkers, over the baggy pants and oversize bangs are as of yore, but the gaps are brand new. He lays 'em in the aisle, the meandering "Sagin of Broadway" being the main reason. Also does "Me and My Shadow" with sepi

Capella & Patricia register keenly, too, being kept out for five twirlsints. Dance team do "Polonaise,"

"Resume, Micho," "Three Blind Mice," an impromptu of the besties, and "The Streets of Laredo," a straight-up Vernion, sleek, blonde and throaty as at her best in songs that elicit right along, as for instance, "You Can't Stop Me from Loving You," "Down the Street" and "Never Say Yes." A dragged-out "My Heart Strings," interspersed with "All the Things You Are," and "The Way You Look Tonight" arranged. Gal really torches it, but this version of "Heart" isn't for her, speaking voices.

Chinaster Lee then pulls a Drago, dragging a wrench in the swatches of material that up to this point have passed as her bustle. Running out of cloth towards the end, she takes a few steps and uses the wrench on the last girl. As always, Lee is a natural with a bright line, and she's got some good ones here. "I'm a Fool to Care," "Hold Tight, honey," and "I'm a Fool to Care." "I'm a Fool to Care" we're coming to "Hold Tight, honey," and "I'm a Fool to Care." "I'm a Fool to Care" we're coming to that fear, darling, my

[illegible]

**G'wich Village Inn, N. Y.**  
Fisher & White, Billy Banks, Jerri  
Keever, Jan Merrill, Line (8); \$3.50

Greenwich Village Inn, in a complete change of show, has a carry-over display devoid of name talent to tide over the spot during the dull spring days. It's a well-playing item with individually good acts designed to please the throng.

Bill toppers are Fisher and White, who've been in Florida bistros for some time and who are okay for nabe spots. They're a hard-working duo, and suggest movements that ultimately work the comedians out. With Russle song satires, a ventriloquist takeoff and a record pantomime. They work hard enough to

Another act of interest is Billy Banks, the Negro singer, who's been a fixture at the Diamond Horseshoe for many years. His first important N. Y. cafe date was singing Billy Rose, he shows himself to be the kind of performer who attempts to wear down audience resistance.

although these tactics are a mistake on his part. He's got a good tenor and has previously displayed his ability to get across mainly with a nice personality and naturally strong pipes. He's apparently discarded earlier upbringing in favor of punching strategy. He does well with a act and garner good returns with it. He essays comedy with prop violinatics, then projects some serious stuff which gets over. Roberia comes on toward end with a semi-nude dance which leaves little to the imagination.

Leslie and Carroll are nice-look-

Rest of the show is by Jan Merrill, tapster and Jerri Kcever, singer both. New. A-2.

The line, in routine presentations, are handicapped by inappropriate costumes.

Jose.

Bertika Serrano clicks with her Latin songs. A cute looker, she has a most lively delivery. Her music

**Frolies, Chi**  
Chicago, April 18.  
Gypsy Rose Lee, with Helen  
Thomas, Andrea Mann, Anita Ardau,

Nancy Whitney; Jackie Green, the Albus (2), Bill King, Dick Hyde, Lue (8), Henri Lishon Orch (9), Estrallitos (5); \$2.50-\$3.50 minimum.

Nothing, if not seasonal, Gypsy Rose Lee brought her new line of girls to the Frolics in time to drape them in giddy outfits for Easter. Her new act, a swiftheroo on standard strip sessions, has the gals coming out in the almost altogether and twirling in the minute.

[illegible]

<b>Paramount</b>	<b>Palace (78)</b> Marjorie Magie Star <b>Auger &amp; Chiffon</b> Gonzales 2
<b>NEW YORK CITY</b> Paramount (54) Lillian Lane led Caldwell Ryan- Lane Kimberly	<b>Cabaret Bills</b>
<b>CHICAGO</b> Chicago (69) Four Lind troyes Henry Bess Hightower	<b>NEW YORK CITY</b>
<b>Miami</b> Olympia (11) 2 Parks Marshall Star Rushby Plutner Co.	<b>Killer Guy 90's</b> Belle Gue-Dill Charles Strickland John Lee Harold Winard
	<b>Maine</b> Mellona J Pineapple Cor Robert Leland Gratzie Hawkins

<b>RKO</b>	<b>Mine Angel</b> Mildred Bailey Gene Harvey Florence Desmond Eddie Meechell Nadia Darnell James Cagney Lois Minnaly Lois "Lor" S. Hermann (Children) C. Lee Nancy C. Lee	<b>Temp. Pastor Ore</b> <b>Hall's Plere</b> <b>Gail</b> Barbara & Novell Simmer, Althea Mabel Margaret Mark, Annie Hazel N. H. H. H. H. N. H. H. H. H. N. H. H. H. H.
<b>BRUNTON</b> Brunton (21) Theodore, Frances, Ore	<b>Palace (28)</b> Jimmy, Dorothy, Ore Wilson & French Theodore, Frances, Ore	

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Home Kevina Ore  
Crotch Village Inn  
Joel Kevner  
Dave Fisher  
Yann Abbie  
Joe Van Porlo Ore  
Ruben Allen  
Doodles Weaver  
Maxine Sullivan  
Vini Roddie  
Muriel Gains  
Cedric Wallace  
Russ Kretschm  
Blanks

<b>AKRON</b> Palace (25-28) Jimmy Dorsey (tre) William & Frenchy Pol Donding	<b>INDIANAPOLIS</b> Keltus (78) 1 Kelly Six Novak & Fay Mickey Sharp Ollie Franka	<b>ST. LOUIS</b> Hermados 2 Ciro Blum Lou & Maudie Tom Casanova Carlton Varela Hotel Ambassadors Louis Delancourt 6 Louie Delancourt	<b>ST. LOUIS</b> Sari Gorbi Mischia Uzlinoff Irene Feolara Dara Birse Karavneff Spivy's Roof Spivy Daphne Hellman
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<b>Uppodrome (15)</b>	Worner & Cole	Hotel Astor	J. Marshall
Young Bluffs	Aerial JazZells	Hotel Belmont	North Club
City Wells	Circle 1251	Hotel Belmont	Morales Ore
Tom Hopkins	Glen Gray Ore	Phon	Vernillos
Sautierez Bricklars	Billy Gilmore	Paul Rogers	Carl Brisson
	Michael & Bar	Paul Rogers	Emil Petti Ore
<b>State (25-27)</b>	Diana Craig	Kathie & Duffy Ders	Village Harb
Arrie & Ryan		Barney, Pa. Ore	Pilly Kelly

<p> <b>Two to (28)</b>  <b>Delancey &amp; Shirley</b>  <b>Billie Carr</b>  <b>Seymour &amp; White</b>  <b>(one to Bill)</b>  <b>BOND BROOK</b>  <b>Brook (21-28)</b> </p>	<p> <b>Tower (28)</b>  <b>John Sisker</b>  <b>Frank Bernard</b>  <b>Thomas &amp; Theresa</b>  <b>(one to Bill)</b>  <b>NEWARK</b>  <b>Adams (28)</b>  <b>Cal Callaway, Ore</b> </p>	<p> <b>Hotel Billmore</b>  <b>Jack Martin Ore</b>  <b>Carroll</b>  <b>Estelle &amp; Leroy</b>  <b>Marjorie Knapp</b>  <b>Alma Hazzard</b>  <b>Hotel Commodore</b>  <b>Ray McMiller Ore</b> </p>	<p> <b>Paul &amp; Viola</b>  <b>Susan Cabot</b>  <b>Jane White</b>  <b>Hert Stone</b>  <b>Polly Lane</b>  <b>Tex Fletcher</b>  <b>Village Vanguard</b>  <b>Mary &amp; Alfron</b>  <b>Edna</b> </p>
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rip & Pull ers Liberty lavis	<b>NEW BEDFORD</b> Bullus Sq. (25-27) Lewis & Paul The Chandler	Hotel Wile Al Tigue Inc Hotel Edison Hine Baron Co Fancy House Pamco Inc	Edith Alhara Phil Leeds Don Fry Hank Jackson Willet
<b>CAMDEN</b> (78-28) Edmund 5 Bly Massie Edmund 5 Phillips Co Henry Chan Meyrick, Clumpe	<b>KATONAH</b> Majestic (25-28) Lore Lee R. Oldfield Co Tom O'Neal	Hotel Lexington Lore Lee Tappi Kaus Tolana	Rob Lee Gertrude Hill John Amadio Savencio Eugene Norman

<b>Blackhawk</b>	Gay, Hillyer
Isabelle Johnson	W. G. Zachary
Jay Seiler	<b>Hotel Sherman</b>
Chick Foster	T. A. H. Hoffman
<b>Chaz Paro</b>	Arnold & Ambler's
Ben Hie	College Inn, Omaha
Paul Moore	Hotel Mary
Ben Leroy	Woolly Herman Co.
Capella & Patricia	<b>Hotel Seward</b>
Kay Verma	Gene Sheldine
Johnnie Matthews	The Applegate
Gay Chandler	Whitey Sisters (2)
<b>Frolla</b>	Public House Co.
Jackie Green	<b>Latta Quaker</b>
George McGee	Martin Boyer
"The Albus's"	Ann Holm
Dick Hyde	Doris Dupont
Katharine (5)	Samuel Kent
Henri Lishon	Elvert Coveliers
<b>Blanchard</b>	Buddy Smith, 300
Duke Art & Junior	

Marlin  
 Earl Gloria  
 Eddie Foss Ore  
**Hazel Mackenzie**  
 Robert Maxwell  
 Myrna  
**Hazel Congress**  
 Anne Laddins  
 S. Williams Ore  
 Virginia &  
 S. Williams Ore  
**John Mackenzie**  
 Thomas Lambert  
 Joe Hite & Shirley  
 Mackenzie & Foss  
 Song Stylies  
 Betty Gray  
 N. Remond Ore  
**Hazel Isabelle**  
 Robert & Thorton

Irvin Gore  
 Nominations 123  
 Joyce Mackenzie  
 Giff Williams Ore  
 Min Calhoun  
 Ruth Lewis  
 Barbara & Paul  
 Miles Torer  
 Bill Richards  
 Dean Martin  
 S. Williams Ore  
 Joe Mackenzie &  
 S. Williams Ore  
 John Mackenzie  
 Jessie  
 Larry Ross  
 Nominations 123  
 Drake & Mackie  
 Joe Klath Ore  
 Jack Foss Ore

# New Acts

Spanish Guitars  
11 Mins.  
Cafe Society Uptown, N. Y.  
Gomez recently out of the Army

has a wide rep as an outstanding guitarist. And, after seeing him perform at Cafe Society, reason for his high standing is evident. It's doubtful if there's anyone anywhere who can do more with a Spanish guitar—or practically any other instrument—for that matter—to garner and hold an audience.

Guitarist is unusual in that he plays without a pick, which evidently allows him unique range with the instrument. Topper currently is a special seasonal number, "Holy Week in Seville," in which there is an aural recreation of the processional. Not only does he make his guitar faithfully reproduce the sound of drums, but trumpets as well. It's not done in the fashion of a stunt, but seriously and beautifully, with great sensitivity.

Throughout all his playing, from Mozart to pop dance rhythms, the guitar gives forth unusual tone and shading that are close to instrumental perfection. It's well appreciated, too, by the nitery audience.

Gomez could do well to solidify himself still further by developing the projection of his pleasant personality. His manner is easy, but he's oh-so-serious as he announces his numbers and gives his short explanatory footnotes. Herb.

**BOB EBERLY**  
Songs  
9 Mins.  
Paramount, N. Y.

Bob Eberly, the former Jimmy Dorsey singer recently discharged from the Army, constitutes a strong lure for the bobbysox trade which is a good asset for any performer. As record collectors and jukebox fans will attest, he's vocally strong and has a high degree of song-sell-

However, on show caught, he didn't live up to his high promise. His voice showed some strain, probably a result of opening day routine, and he demonstrated the need of stronger, orchestral backing. He still relies on his JD accumulated

rep inasmuch as he does a medley of songs he did with his former boss to get off strong enough for an encore. But on his own, he still has to get used to working with every shade of musical organization before he'll be a standout as a single.

Jose.

**THE THREE RAYS**  
Knockabout  
8 Mins.  
Latin Quarter, N. Y.

Femme knockabout tris are seared items because of the strenuous punishment taken in the course of a turn. This group doesn't spare itself

and have worked up an entertaining routine that's good for a fair quota of laughs, and wind up with a fast-tumbling exhibition. They could improve their act with a few more legitimate tricks to establish the fact

Trio open with song and do some tap work during their turn, and in all display a good deal of versatility which would be equally effective in family vaudeville. Joe

...making up clothes—not fully but over at conclusion of Seafest and show.



















**CONNIE BOSWELL**  
from *Love*  
WALSH BEACH  
JANUARY-FEBRUARY 1946

**LET IT SNOW! LET IT SNOW! LET IT SNOW!**  
**I'LL BE WALKIN' WITH MY HONEY**  
Released January 3, 1946

**I FALL IN LOVE WITH YOU EVERY DAY**  
**I'M IN LOVE WITH TWO SWEETHEARTS**  
Released March 4, 1946

**SWEETHEART**  
**IF I HAD A WISHING RING**  
Released April 22, 1946

**CONNIE BOSWELL**  
ROXY THEATRE  
OCTOBER 1945

**CONNIE BOSWELL**  
ROXY THEATRE  
APRIL 10, 1946

**CONNIE BOSWELL**  
ROXY THEATRE  
APRIL 17, 1946

**CONNIE BOSWELL**  
ROXY THEATRE  
APRIL 24, 1946

**CONNIE BOSWELL**

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